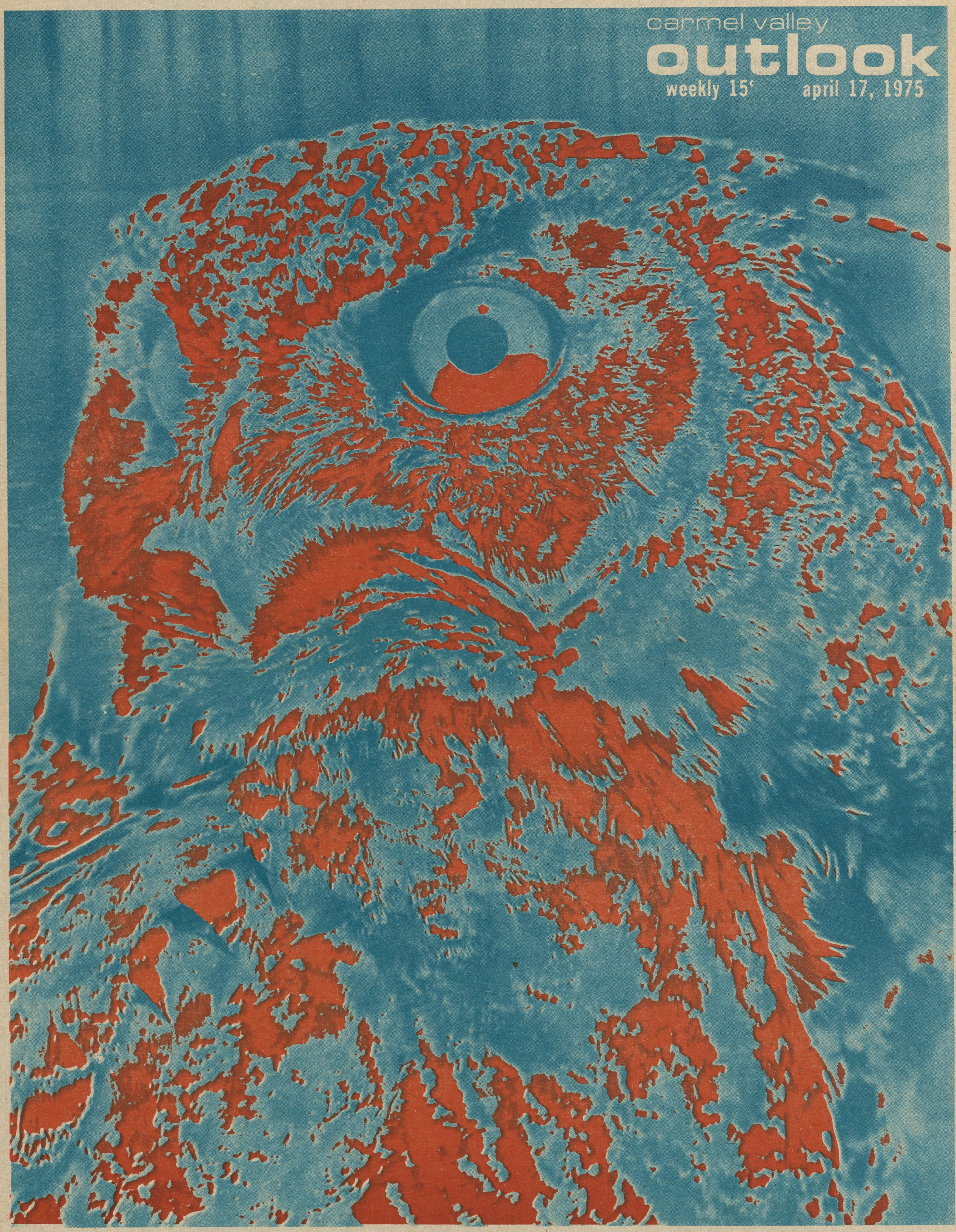
carmel valley
outlook
weekly 15¢ april 17, 1975



General Plan review gains in priority

Identification of areas subject to flooding moved up four notches on the planning commission project priorities list for this year when commissioners met Monday night in Salinas.

Now ninth on a list of about 20 items for consideration, flood prone area identification was 13th last year. Planning director Ed DeMars said part of the project would be included in any designation of flood prone areas under the Federal Disaster Act of 1973, which deals with flood plain insurance and loan guarantees.

Review of the Carmel Valley General Plan, which was a fill in item on last year's priority list, moved to 19th priority this year, falling directly behind general plan reviews for North County and the Toro area. Review of the Upper Carmel Valley General Plan is listed as a high priority item under continuing projects, which are not listed in specific priority order. (Designations of high priority, urgent cooperative project, fill in project, and continuing project with high priority were used on the second list.)

The increasing problem of 4 by 4ing, sequential subdivision of land under minor subdivision ordinances by successive owners rather than original subdivision under standard ordinances by the original owner, brought a review of minor subdivision policies to a new spot as 13th priority on the list. Also on the priority list for the first time is the problem and philosophy of spheres of influence, which has placed 11th.

Priorities adopted Monday, their order this year and priority last year include:

--Overall review and update of the general plan.

--Review and coordination of the California Coastline Plan, including the Ocean Resources Plan from 1974. (Second last year.)

--Big Sur mini-master plan. (Third last year)

--Seismic safety element (fifth last year), noise element (sixth), safety element (eighth), and zoning consistency and review (ninth). Each of these is required by state law this year.

--Solid and liquid waste disposal facility (12th last year) and adoption of a solid waste management plan by Jan. 1, 1976.

--Identification of areas subject to flooding.

--Housing element redraft (First last year)

--Spheres of influence. (New)

--Comprehensive land use plans around airports (11th last year)

--Minor subdivision policy review. (New)

--Agriculture preserve zoning. (14th last year)

--Natural resources inventory study and zoning of unclassified areas. (Both new this year)

--General plan sections review for North County (fourth last year), Toro and Carmel Valley (both new).

--Boronda Area study with Salinas. (19th last year).

--SC zone extension along the coast. (25th last year)

--Amend scenic highway element, deleting scenic roads around Moss Landing. (Seventh last year)

Paperwork holds up Ford House license

Paper work on fire clearance for Ford House on Via Contente in Carmel Valley Village appears to be the only hold up on licensing for the Behavioral Sciences Institute, according to Kathy Briggs, facilities licensing investigator.

Ms. Briggs said Tuesday her agency had requested the state fire marshall's office in San Francisco to inspect and clear the facility for use by six children. She explained the state agency generally asks a local fire enforcement agency to do on site inspections for it.

Carmel Valley Fire Department Chief Chip Collins said Tuesday he had inspected the facility on March 24 and mailed to the state fire marshal his approval conditional upon compliance of several "minor" unacceptable features, which included:

--Installation of a shut off valve on one hot water heater.

--Correction of an improper safety valve on a second water heater.

--Removal of a hasp and lock on an exit door.

--Removal of weeds around the house.

--Installation of a fireplace screen.

Collins said he expected the deputy state fire marshal to inspect the facility for compliance with recommendations on March 25, but that the marshal had never showed up.

At the same time, Robert Mullens with the state fire marshal's office, said they had received no clearance on the facility from Collins and that a follow up request had been sent to the local fire department on April 7, a month after the original request March 7.

Collins said he could see no real fire difficulties with Ford House itself when his recommendations were complied with.

He indicated no sprinkler system was required for Ford House because it would serve only six children. "If we ever discovered seven children there, they would obviously be in trouble with state compliance," he said Tuesday.

The use permit for Ford House allows only six children between the ages of three and 16.

Dr. Gene England, president of Behavioral Sciences Institute, which will hold the license when it is issued, said Wednesday he was unaware of any holdup of the license. "We received verbal clearance of the license from Ms. Briggs earlier. This is the first I have heard of any difficulty with the fire clearance. Since we have complied with the requests of Chief Collins, I do not anticipate any delay, except to allow for paper work," he said.

Ditch in Village remains problem

Monterey County officials Tuesday night reiterated their offer to provide engineering advice and lay pipeline for a drainage culvert behind certain Virginia Way properties if all three original property owners paid for the pipe.

The drainage ditch involved runs behind Virginia Way properties from Via Contenta to Carmel Valley Road. Neighbors affected by the drainage easement met Tuesday with public works and health departments officials and Fourth District Supervisor Roger Poyner at the Fire Hall.

Public works official Marvin Wolf traced the history of the ditch. "This has been an outstanding problem for a long time," he said. "The health department has nudged us (the public works department) to do something about it for quite a while."

"When the Bordinaro subdivision was formed in 1951, a ten foot drainage easement was deed to the county. At that time, he put up a $5,000 bond for the pipe," he explained.

"At that time, the public works department made the offer of engineering and construction for the entire section to Bordinaro, the Fraziers and Larry Cummings, adjacent property owners. Our offer was, and remains, all or nothing. The Fraziers have indicated their willingness to cooperate, but we have received no positive response from Cummings at all," Wolf said.

Wolf added that a use permit issued to Cummings in 1971 for duplexes and triplexes on his property was conditioned with cooperation with the culvert placement. Cummings has not utilized the use permit.

(Zoning administrator Bob Slimmon explained Wednesday that a use permit for four duplexes in a C-1 area fronting on Del Fino place was granted through him in April 1971, but that the use permit ordinance has a built in safeguard in which the permit becomes invalid if construction or the use is not begun within one year.)

Supervisor Poyner said he would investigate certain options the property owners may have available to them. They include:

--Going ahead with construction financed by property owners agreeing to the culvert construction (and using the portion of the Bordinaro bond applicable) and then billing any developer of the Cummings property.

--Forming a county service area within existing county service area 52, including setting a higher tax rate and financing the pipe that way.

--Forming an assessment district. (Wolf explained this is rarely done, but is possible. "It can be awkward and expensive, but can be done. It is done most often for curb and guttering," he said.)

--Requesting "neighborly support and agreement" from Cummings.

Frazier said before the close of the meeting, "This shouldn't seem like a 'Get Larry Cummings' meeting. The responsibility is more than just his. It belongs to the road department and to the whole side of the hill that has drains pushing the water down our ditch."

Little progress on appointment

A spokeswoman at the governor's appointments office said Wednesday Gov. Edmund G. Brown and his staff had just begun consideration of an appointment to fill the unexpired term of resigned Fifth District Supervisor Robert Bolman.

It will be at least a week and possibly 10 days before an appointment is announced, she said. Constituents who wish to have a voice in the selection should write or telegraph the governor of their choice and reasons for support.

She concluded, "The governor realizes the importance of this appointment to Monterey County and will move with all due speed."

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LOCALLY OPERATED MEMBER DONREY MEDIA GROUP

community billboard

Sheriff's department detectives are investigating the theft Sunday night of over $600 in camera equipment from two separate cars parked at the Carmel Center Cinema. Both cars were entered between 8:15 and 11:45 p.m.

Richard G. Halcomb of San Diego reported the theft of $440 of Minolta equipment from his unlocked car. Robert T. Troxwell's locked car was entered and a $250 Fujica 35 milimeter single lens reflex camera taken.

Other reports this week included:

Pilfering at construction site. Mike Newton, 203 Punta Del Monte, of Stone Post and Flower, reported on April 11 a lock had been pried open on an equipment shed at 10 Via Contenta behind the Stirrup Cup. Material was found piled outside, but nothing was taken.

Arrest for burglary. Jim Cecil Monroy, 26, Farm Center bridge, was arrested for burglary and possession of stolen property following the theft of 11 crystal goblets, a fox cape, a sable scarf, a sterling silver compote and a pair of jade earrings from the resident of Anjane Hetherington, 54 Holman Rd. Monroy was arrested after attempting to sell the goblets to a Carmel Valley merchant.

Theft at studio. On April 13, Barbara Batista, owner of the Batista Moon Studio on Del Fino Place, reported someone had removed two louvers from a window, reached in and taken $490 in gems and a motor with flexible shaft for polishing gems.

Theft at construction site. Bill Whiteman, foreman at a construction site at Tierra Grande and Carol, reported on April 14 a tool shed had been entered and two skill saws, 100 feet of three wire cord, and two shovels had been taken. All items had been marked with a slash of red spray paint.

Horse show

The Carmel Valley Trail and Saddle Club will have a Spring Schooling Western Horse Show on its grounds on East Garzas Road beginning at 9 a.m. on April 20.

Events will include three divisions, one for those competitors 13 years old and under, a second for those 14 to 17 years of age; and a third for those 18 years old and over. There will be a total of eight events including a trail class, western pleasure, western equitation and stock horse dry. The remaining four events will be GYMKHANA type

A charge of $1 per event or $5 for all events will be made to cover costs of the show.

'No need to go down economic tube'

Valley resident says return of local control solution to tax drain

By LESLIE JOHNSON

Drastic cuts in federal spending is the only way to keep America from going down the economic tubes, Gordon Paul Smith former state director of finance, told the Carmel Federation of Republican Women's luncheon Thursday at the LaPlaya.

Now president of Golconda Corporation, a mining and manufacturing firm, the Carmel Valley resident was director of finance under Gov. Ronald Reagan.

Reflecting on the approaching Bicentennial of the American Revolution, Smith spoke of the "inalienable rights cherished as truths" by the founders of the United States.

"Our forefathers evidenced their belief in these truths through the Constitution in which they called for a government only by consent of the governed, a democratic republic," he said.

"But if James Madison, who has been called by many the Father of the Constitution, came back today, would he observe citizens are still in control of the government? I'm sad to say, he wouldn't be pleased," Smith said.

"He would warn us of the peril of the ever-expanding dominance of government in the daily lives of its citizens. The larger government gets, the smaller become the rights of the individual," he continued.

Smith explained, "It is not my intention to be overly critical of our government or to undermine the values it is founded on. On the contrary, I have a love affair with our country and its founding system."

"But how can we secure the blessings that lie in the future for us, if we ignore that which threatens those very blessings," he asked.

"I am appalled, I am astounded at the magnitude of our federal government," he exclaimed. "With a built-in deficit of $60-million, which includes the most recent Christmas gift of a tax cut, we have a federal budget which has been balanced only six times in the past 43 years."

"Despite that deficit," he continued, "The government finds ways of paying its bills."

"It's really very simple," he said. "The secretary of the treasury is instructed to go to the Social Security Trust Fund to borrow money from the citizens, and we all realize that fund is virtually broke. If that isn't enough money, the secretary of the treasury is instructed to issue more notes and government bonds. And if that isn't enough, the Federal Reserve Board is instructed to print more money to give to the government to pay its bills."

"These are methods denied those in private business. You don't have a printing press in the cellar. You have to meet the financial responsibilities you have accumulated," he said.

Smith continued, "As a result of our continually unbalanced budget, we have an accumulated debt of half a trillion dollars--that's $100-billion larger than the public debt of all other nations of the world combined."

"The interest charges on this debt alone are $33 billion a year, larger by twice than the total budget of 1941. It is the third largest budget item of Congress," he said.

One major cause of the deficit budget is that the resources of revenue of financing domestic services have gravitated from local control to the state to the federal government," he said.

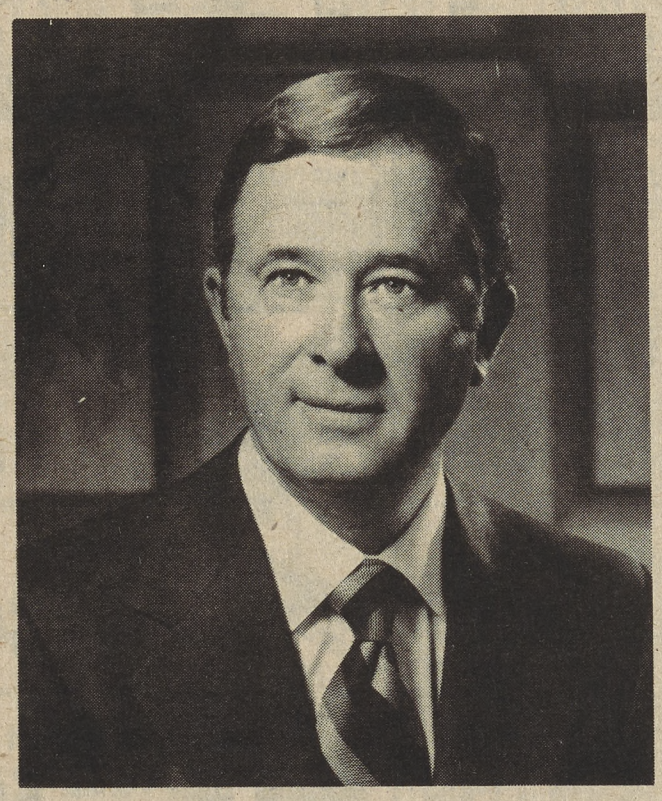
Smith said the implementation of domestic services, such as elementary and secondary education, welfare programs and highway construction, is done at local level. However, Smith said the federal government has usurped resources over the years through taxation.

"Then they give it back to the local agencies as a handout and put controls on the implementation," he said.

"The federal government has created 1,500 programs of aid that most local governments don't understand and it uses 37 cents of each dollar for a bureaucracy to oversee those programs," he said.

"And then we wonder about what has happened to the keystone of our republic, to local government," he said," shaking his head.

Smith said, "America is the world's greatest welfare society."



Gordon Paul Smith

He continued, "In California alone, with a population of 20 million people, there are 2.6 million on the welfare rolls, exclusive of unemployment. One out of every nine children in California is supported by the Aid to Dependent Children program."

"I'm not being critical about the person who is really in need, who has no one in his family to turn to for help, who is alone and must be helped," he explained. "I'm talking about the blatant abuse and proliferation of these welfare programs."

He continued, "The food stamp program costs $50 million to administer--that's 10 times the original total budget of the program when it was initiated 10 years ago."

"You know, college students have always been enterprising. You and I were, and today's college students are no different. They've found ways to take advantage of this outlandish boondoggle and at the University of California at Berkeley, 11,000 students are enrolled in the food stamp program as well as college," he exclaimed.

"The welfare program has created a situation in which the incentive to work is destroyed. We are paying daily for those who do not work by choice," he said.

Smith continued, "Another ring of this free circus, like the one that destroyed Rome many years ago, is the federal subsidy of private interest groups."

In addition to pointing to subsidy of oil interests in the face of rising gasoline costs, Smith spoke of $95 million in sibsidies to sugar growers in 1974, when sugar prices to the consumer skyrocketed.

"And last year, we paid $68,000 to the Queen of England for not growing cotton on her plantation in Mississippi," he said.

Smith criticized, "We spent $600 million in subsidies to the private maritime industry, which has spent 38 years living off government largesse."

"And last year, Amtrak officials spent $500,000 flying along Amtrak routes to Amtrak cities to conferences about why Amtrak trains were so slow and why nobody was riding them," he said.

No area has contributed greater to excessive federal spending than matters of questionable public defense, Smith told the group. "Last year, America spent $250 million to purchase seventeen F-111 jets which the Air Force never requested--but the Texas delegation like the looks of them and got the item through. Since the production plant for F-111 is in Dallas, Tex., that makes it what we call pork barrel."

Turning to foreign aid, Smith said, "The government has thrown billions at the world with the foolish hope it would solve all the world's problems. They've given away money they didn't have, and it's been 'borrowed' from us."

"How do you feel about millions of dollars in gratuitous aid to oil producing countries who slapped an embargo on us," he asked.

Speaking of the accumulated debts of various nations to the United States, Smith told the group, "The USSR owes us $1 billion, and there is a bill in Congress to forgive that debt. Chile owes us over $1 billion. Bear in mind what Comrade Allende did to scuttle American interests there."

"I agree with those who believe it is no longer possible to finance other countries when America can't afford to finance her own programs any more," he said.

Smith broached the subject of cutting federal spending. "Since the government has no source of income except us, the citizens, how can any intelligent person say we can stop inflation through controls on the private sector without first controlling the biggest spender of all, the federal government?"

"Feather by feather, our goose is being plucked. These excessive taxes are confiscatory, a constant drain on the citizenry, and they must be stopped," he said.

"It is imperative we start within ourselves by honestly and frankly reclaiming a belief in a citizen-led government. What might be called flag-waving principles are going to be our solid rock," he said.

"We must redirect the socialist train of thought in this nation back to a democratic republic. We must elect people who will knuckle down to spending reform, instead of spouting tax reform rhetoric," he said.

"Since the federal and state governments have no direct involvement with the implementation and real work of domestic services, they should get the hell out and give the resources directly back to the local agencies," he continued,

"You have a better chance for control of the purse strings of government here in Carmel and Salinas than you do in Sacramento and Washington, D.C.," he told the group.

"We must purge the welfare rolls and get rid of this welfare debacle. Legislators and officials must enforce laws which make certain persons legally responsible," he said.

"What has happened to the American way of life where parents were responsible for their children? And later, when the parents were older and needed care, the children took care of them," he asked.

"Let's get rid of the food stamp program. And let's stop catering to private interest groups, leave them to hack it on their own," he continued.

"We must let our elected representatives know we don't want any more flaky thinking about priming the pump with make work jobs. The pump is dry because of the economic drain of government," he said.

"We must tell them we want foreign aid severely reduced. This is not to say we must become isolationists, but we should become full partners with other nations in the world. We can no longer afford to be the world's philanthropist," he continued.

Smith said there were related moral questions. "If we stand for peace, if and when Soviet nations stand with us for peace, how can we afford to continue to hand out firecrackers to smaller nations," he asked.

"Is it unAmerican of me to ask you why spend hundreds of millions of dollars to maintain troops in Europe thirty years after World War II is over? Or to ask you why we sanction sending equipment to two mutually hostile nations such as Israel and Egypt? How do we explain this to our sons and daughters?" he asked.

"Perhaps one reason why the federal government spends so much is because the Constitution doesn't require a balanced budget," he said. "I propose the Constitution be amended requiring a balanced budget by Congress spending only what it raises in taxes."

Additionally, Smith said, "I see no reason why the state cannot limit the increase of its budget to a proportional increase of population and cost of living."

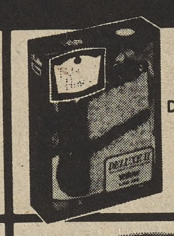
CORRECTION

A story in last week's issue of the Outlook dealing with the sale of the Riverwood condominium development was headlined "sold out of bankruptcy." The headline was incorrect. Though more than 50 liens had been filed against the developer, bankruptcy proceedings were not instituted

In California it's Safeway



Oatmeal Bread — Mrs. Wright's 1½-lb. — EXTRA VALUE — **42¢**



Layer Cake Mix — Duncan Hines—Reg. Size — SS **69¢**



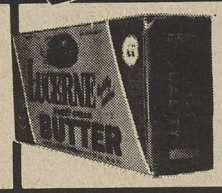
Rice-A-Roni — Golden Grain (Wild—6-oz. 73¢) Reg. Size — SS **2 for 69¢**



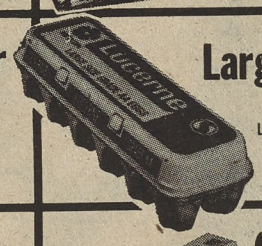
Shoestring Potatoes — EXTRA VALUE — Scotch Treat Frozen Poly 2-lb. — **2 for 89¢**



Margarine — Coldbrook Cubes 1-lb. — EXTRA VALUE — **45¢**



Lucerne Butter — Grade AA Cubes—1-lb. — **85¢**



Large Grade AA Eggs — Lucerne—Dozen — **57¢**



Italian Dressing — Wishbone—8-oz. — SS **49¢**



Cream Style Corn — Del Monte 17-oz. — SS **2 for 69¢**



Lipton Tea Bags — 48 Count — SS **79¢**



Glad Wrap — 100 Square Feet Roll — SS **34¢**



Tylenol — Pain Reliever—24 Count — SS **69¢**



Apricot Nectar — EXTRA VALUE — Town House 46-oz. — **59¢**



Safeway Coffee — Pre-ground — 2 Lb. Bag **$1.83**



Liquid Bleach — EXTRA VALUE — White Magic Gallon — **55¢**



Moist Meals — Puss 'n Boots Cat Food 12-oz. — SS **52¢**

From The Dairy Case

Soft Margarine	Imperial—Two ½-lb. Tubs (Diet—1-lb. Tub 69¢)	76¢
Hash Browns	Redi-Spuds Fresh Potatoes—12-oz.	43¢
Cracker Barrel	Kraft Cheese—10-oz. (Mellow—10-oz. $1.03) (Variety—10-oz. $1.34)	$1.23
Swiss Cheese	Lucerne, Natural, Sliced—6-oz. (1-lb. $1.93)	78¢
Whipped Cream Cheese	Kraft—4-oz.	43¢
Pillsbury Biscuits	Buttermilk or Country Style—7½-oz.	17¢
Cookie Dough	Pillsbury, Chocolate Chip—14-oz.	95¢

Cream Topping — Lucerne Pressurized Can—6½-oz. — EXTRA VALUE — **59¢**

Pound Cake — Bel-air Frozen—11¼-oz. — EXTRA VALUE — **99¢**

Pancake Mix — Kitchen Craft Buttermilk—4-lb. — EXTRA VALUE — **$1.25**

Detergent — Palmolive Crystal Clear — For Dishwashers—52-oz. — SS **$1.11**

Pineapple — Del Monte In Juice—15¼-oz. — **2 for 79¢**

Blended Whiskey — Cold Brook 80 Proof—Quart — EXTRA VALUE — **$4.00**

Beer · Wine · Liquor

Pabst Blue Ribbon	Beer, 12-oz. Cans—6 Pack	$1.49
Burgie Draft Beer	12-oz. Cans—6 Pack	$1.45
Sangrol-E Wine	Fruit Flavored—5th	$1.39
Annie Green Springs	Country Wine—5th	$1.15
Vodka	Wolfschmidt, 80 Proof—½ Gallon (Kaviana, 80 Proof—½ Gallon $7.49)	$10.29
Whiskey	Bourbon, J. W. Dant, 80 Proof—5th (Ancient Age, 86 Proof—5th $4.99)	$4.19
MacNair's Scotch	86 Proof—5th (Cutty Sark, 86 Proof—5th $8.39)	$5.29

(Liquor Available at Stores Marked L Only)

Breakfast Foods

Cocoa Puffs	Cereal—12-oz. (Lucky Charms—14-oz. 99¢)	93¢
Fruit Flavored Cereal	Trix—12-oz.	95¢
Fruit Brute	Breakfast Cereal—8-oz.	67¢
Fisher Zoom	Whole Wheat Cereal—16-oz.	46¢
Dole Juice Drink	Pineapple-Pink Grapefruit—46-oz.	52¢
Instant Breakfast	Lucerne, Variety Pack 10 Count	$1.33
Wheat Germ	Fisher—11-oz.	51¢

Frozen Foods

Tree Top Apple Juice	Concentrate—6-oz.	29¢
Grapefruit Juice	Bel-air Unsweetened—6-oz.	28¢
Almond Coffee Ring	Sara Lee—10-oz.	$1.19
Bridgford Bread	Ready to Bake Demi-Loaves Three 5¾-oz. Loaves	52¢
Vegetables	Birds Eye Peas with Onions or Potatoes with Sauce—Regular Size or Mixed Vegetables with Sauce—8-oz.	45¢
Sara Lee Pie	Apple or Peach—33-oz. (Cherry—33-oz. $1.97)	$1.79
Dutch Apple Pie	Mrs. Smith's—46-oz.	$1.53

SPRING CLEANING AIDS

Formula 409 — SS — All Purpose Spray Cleaner—22-oz. — **79¢**

Glass Cleaner — White Magic With Sprayer—12-oz. (or Refill—22-oz.) — EXTRA VALUE — **44¢**

Klean 'n Shine	Aerosol—9-oz.	99¢
Spray 'n Vac	Glamorene Rug Cleaner—24-oz.	$1.99
Liquid Cleaner	White Magic—28-oz. (Mr. Clean—28-oz. $1.06)	92¢
Mop & Glo	Beacon Floor Shine Cleaner—16-oz.	95¢
SS Easy-Off Cleaner	Oven, Aerosol—16-oz. (Lemon—16-oz. $1.29)	$1.29
Bathroom Cleaner	Dow, Aerosol—17-oz. (White Magic—20-oz. 67¢)	89¢
Garbage Bags	Glad, Tall-11 Gallon—15 Count (4 Gallon—30 Count 69¢)	95¢

Food Favorites

Libby's Pears	Juice Pack—16-oz.	47¢
Minced Clams	Snow's—8-oz.	57¢
Grey Poupon Mustard	8-oz.	49¢
Chile Salsa	Ortega, Green—7-oz. (Tomatoes & Chile—10-oz. 34¢)	37¢
Cup-A-Soup	Lipton Vegetable or Chicken Noodle with Meat—4 Pack (Spring Vegetables—4 Pack 52¢)	59¢
Refried Beans	Rosarita—40-oz. (Town House—30-oz. 58¢)	86¢
Funny Face	Pillsbury Drink Mix Makes 2 Quarts—Envelope	57¢

Everyday Needs

Freeze-Dried Coffee	Brim—4-oz.	$1.59
Maxwell House Coffee	Ground—2-lb. (Instant—10-oz. $1.95)	$1.99
Edwards Coffee	Ground—2-lb. (3-lb. $2.87)	$1.95
Purified Water	or Spring Water Black Mountain—Gallon	55¢
Paper Plates	Royal Chinet Dinner or Compartments—15 Count	85¢
Charcoal Briquets	Collier Super—10-lb.	$1.25
Book Matches	Designer King—50 Count (Ohio Large Wooden—3 Boxes 48¢)	43¢



STRAWBERRIES

First Of The Season!

12-oz. Basket EACH **39¢**

Artichokes	Large Size	4 for $1
Cherry Tomatoes	12-oz. Basket Each	49¢
Oranges	Valencia, Full of Delicious Juice — 5 Lb. Bag	79¢
Eggplant	Large Size—Each	29¢

HOW ABOUT AN ORIENTAL DINNER TONIGHT?

Bean Sprouts	Bulk—Lb.	19¢	Japanese Noodles	Azumaya—1-lb. Bag	39¢
Chop Suey Vegetables	1-lb. Bag	29¢	Chinese Noodles	Azumaya—1-lb. Bag	39¢
Wonton Skins	Azumaya—1-lb. Bag	59¢	Japanese Bean Cake	Azumaya—1-lb.	39¢
Egg Roll Skins	Azumaya—1-lb. Bag	59¢	Chinese Bean Cake	Azumaya—14-oz.	39¢

SAFEWAY FLOWER SHOW

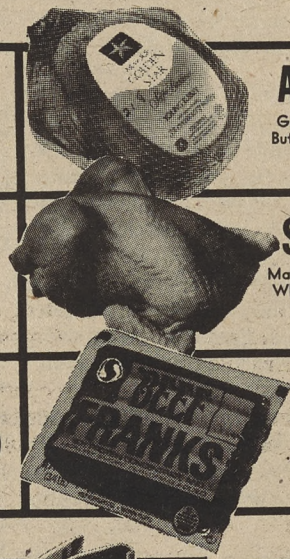
Safeway Snail Pellets 2½ lb box **49¢**



Whole Fryers — Manor House, Flash-Frozen U.S. Gov't Grade A — Lb. **44¢**

Beef Chuck Roast — Blade Cut USDA Choice Grade — Lb. **84¢**

Canned Hams — Safeway Brand — 5 Lb. Tin **$6.99**



Armour Turkeys — Golden Star Buttered, Self-Basting Under 16 Pounds — Lb. **59¢**

Stewing Chickens — Manor House Whole, Bagged, Frozen USDA Grade A — Lb. **32¢**

Skinless Franks — Beef ... Safeway Brand — 12-oz. Pkg. **59¢**

PORK SAUSAGE — Safeway, Whole Hog Mild, Medium or Hot—12-oz. — **99¢**

Fish Sticks	Safeway Pre-cooked—Lb.	88¢
Shrimpmeat	California—Lb.	$2.99
Sausage Links	Safeway Whole Hog—12-oz.	$1.29
Ground Beef	Regular Grind, You Can Taste The Difference—Lb.	79¢
Beef Plus	T.M. Reg., A Blend of Ground Beef and Textured Hydrated Vegetable Protein—Lb.	69¢
Burritos	Alex's Beef & Bean, Beef & Cheese, or Potato & Beef—5-oz.	31¢
T-Bone Steak	or Porterhouse USDA Choice Beef Loin—Lb.	$2.29
Rib Steak	Small End USDA Choice Grade Beef—Lb.	$2.19
Chuck Steak	Blade Cut USDA Choice Grade Beef—Lb.	$1.09
Jumbo Bologna	Safeway Brand—Lb.	77¢



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BEEF SAUSAGE — Shenson's, Links—8-oz. — **39¢**

Veal Patties	With Beef Added—Lb.	77¢
Beef Patties	Manor House Precooked—Lb.	88¢
Corned Beef	Boneless Brisket Safeway, 3 to 6 Lb.—Lb.	$1.39
Pork Shoulder	Arm Picnic Roast—Lb.	79¢
Leg of Lamb	New Zealand, Frozen Fresh Thawed—Lb.	$1.19
Sliced Bacon	Safeway Smak-A-Roma—1-lb. (Thick Sliced—2-lb. $2.37)	$1.19
Calves Liver	Genuine, Flavorful Frozen Fresh Thawed—Lb.	$1.39
Beef Oxtails	Frozen Fresh Thawed—Lb.	66¢
Turkey Breasts	Safeway, Self Basting 4 to 8 Pounds—Lb.	$1.19
Fish Sticks	Captain's Choice Precooked—8-oz.	49¢

Items and prices in this ad are available April 16, 1975 thru April 22, 1975 in all Safeway Stores listed below:

(L) These Safeway stores have liquor licenses (B) In store bake shop at the store

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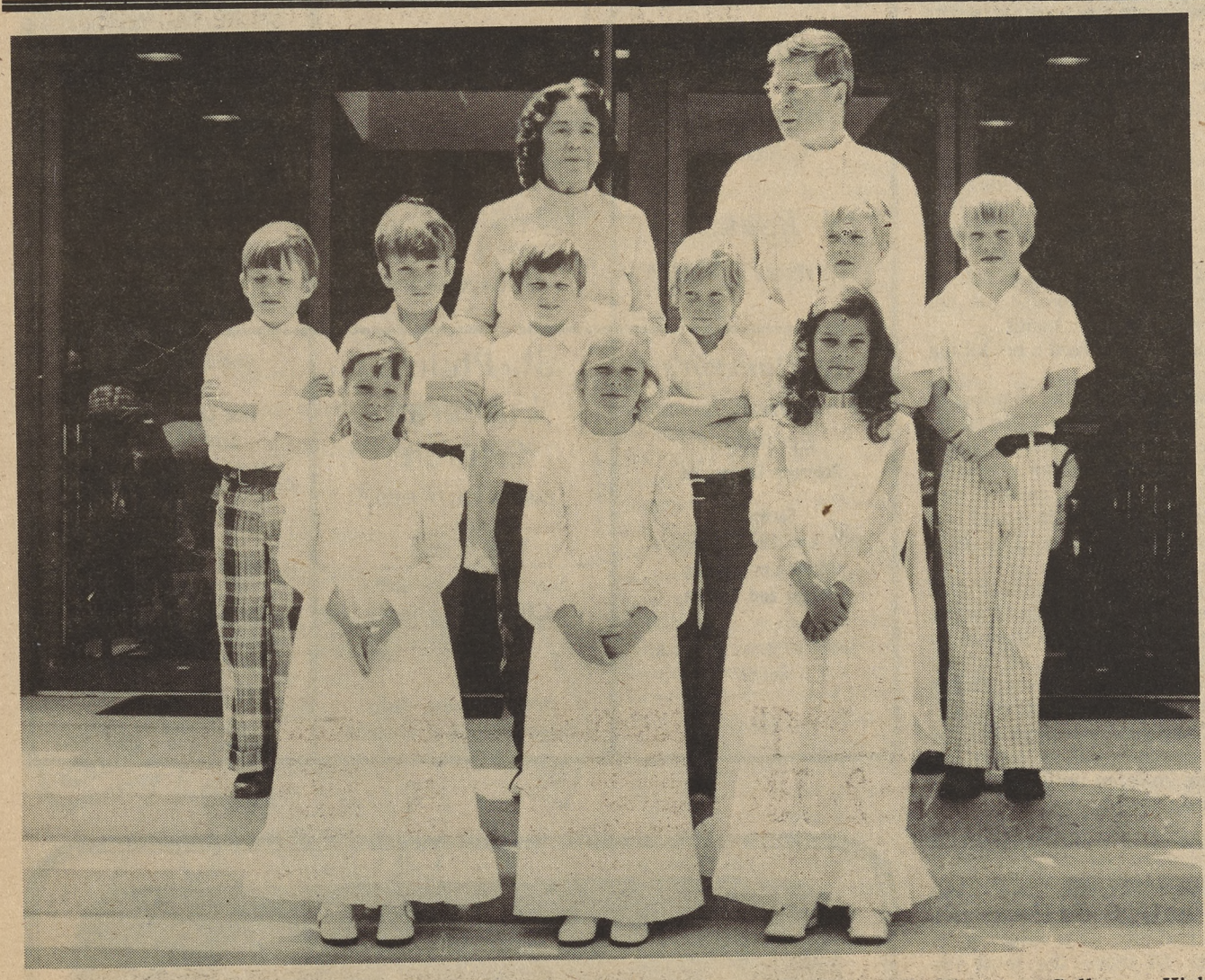
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YOU CAN ALWAYS DEPEND ON SAFEWAY

(L) *Mid-Valley Center, Carmel Valley Road*

under the oaks and among the cacti

by mildred hattan



Receiving first Holy Communion on Sunday at Our Lady of Mount Carmel Catholic Church were, front from left, Elizabeth Barelli, Jill Beaulieu, Laura Hunter, middle from left, Gregory Guzaitis, Jeffrey Guzaitis, Samuel Powell, Gregory Golburn, Kirk Rasmussen, and Eric Baggiolini. Mrs. W.G.B. Hatch, top left, worked with the Rev. John McSweeney as director of religious education. (Photo by George T.C. Smith)

First Communion

Each child receiving First Holy Communion on Sunday at the noon mass brought a flower to the altar and placed it around the Paschal candle. . ldren had received their instruction from Mrs. W.G.B. Hatch, director of religious education for Our Lady of Mount Carmel Catholic Church.

Mrs. William Brodrick directed the music for the service and accompaniment for the choir was provided by Dennis Powell on his guitar.

Receiving communion from Rev. John McSweeney were Laura Hunter, Elizabeth Varelli, Jill Beaulieu, Gregory Colburn, Kirk Rasmussen, Jeffrey Guzaitis, Gregory Guzaitis, Samuel Powell and Eric Baggiolini.

Family and friends were invited to attend a reception following the service in the parish hall. A cake inscribed, "First Holy Communion Class of 1975" centered the buffet table.

Mrs. Gerald Dalton, president of the Parish Guild in charge of reception arrangements. Her daughters, Mary Ann and Mimi, assisted with the serving of punch and sandwiches. Committee members included Mrs. William Brashears and Mrs. William Zumach.

Opening ceremonies

The Carmel Valley Little League Opening Day Ceremonies will be held Saturday noon to 1 p.m. at the field on Paso Hondo.

All players in uniform, coaches, and managers and sponsors are asked to meet at 11:30 a.m. at the barbecue pit.

John Farr and the Tularcitos band will furnish the music for the festivities, and the team banners will be presented by Butch Alberts, third baseman, and Mike Martinson, catcher, both of the Salinas Packers.

A special invitation is extended to families whose sons have played previously in the League and to new residents who have never enjoyed the rugged beauty of the park by the river.

Mrs. Buche honored

An "old oak leaf cluster" to Mrs. Dale (Gail) Buche of Los Agrimensors in Robles Del Rio who has been chosen to receive the First Annual Community Service Award for volunteer work on the peninsula.

Mrs. Buche was cited specifically for her "extraordinary efforts" with the Carmel Unified School district.

The recognition ceremony will be held on Wednesday, April 23 4 p.m. Colton Hall, 522 Pacific Street, Monterey. A reception will follow. The honor highlights National Volunteer Week, a salute from April 20-26 to volunteers throughout the nation.

A Valley resident for 11 years, the busy mother of five was recipient of one of the 1975 Carmel Valley Chamber of Commerce "Good Egg Awards," a tribute to her countless hours of service to our community.

Mrs. Allard honored

Yellow was the color scheme and cunning cherubs topped the cake at the spring lunchoen-shower honoring Mrs. David Allard at the Aliso Road home of Mrs. Don Middleton.

Arriving with gifts for the baby-to-come were Mmes. Luther Washington, George Lockwood, Paul Tochett, William Brodrick, Dale Buche, Dan Mayers, Don Canham, Richard Middleton, Larry Cummings, Christopher Spaulding, and Steve Thigpen.

Family fun night

Valley families are invited to reserve April 28, from 7 to 9:30 p.m. for a Family Fun Night to be held at the gymnasium of the Episcoal Day School.

Representatives of christian education from St. Phillips, CV Community Chapel, St. Dunstan's, First Baptist, Our Lady of Mt. Carmel and the Community Church of the Monterey Peninsula have planned the event open to everyone, infants thru the golden years.

This is the first of what is hoped will be many gatherings designed to reach Valley young people who do not attend church.

Remeber, April 28 fun, fellowship, and a Cookie Potluck.

Catalano child

Thought you heard strains of "Thank Heaven for Little Girls" wafting from the Village Bank? Could have been none other that B. of A. manager, Frank Catalano, who with wife Phyliss recently became second time grandparents.

Miss Karyn Joanne Catalano arrived April 3rd weighing eight pounds, nine ounces and is the daughter of Mr. and Mrs. Randall Catalano of Newark.

St. Dunstan's benefit

Frivolous Easter bonnets topped faces painted on egg heads to highlight the clever table decor at the St. Dunstan's benefit bridge and canasts party co-hosted at the Flight Road home of Mrs. Kathryn Walker by Mmes. Shirley Henry, Flo Klingensmith and Peggy Kvenild.

Among the 48 ladies who made up 12 tables were Harriet Hufford, who was welcomed back from a sojourn in Colorado Springs, Mrs. Louise McClean of Pacific Grove, Mrs. Emily Salsberry of Carmel, and Ruth Wade's houseguest, Peggy Orne.

Prizes at the Easter party were awarded to Dorothy DeSmithers and Barbara Brown who won first and second in bridge, and to Vera Stokes and Vera Bautz who placed first and second in canasta.

Table prizes were taken home by Charlotte Spangler, Billie Mans, Mary Brown, Mary Louise Waterberry, Barbara Robbins, Martha Huff, Sara Oppenheimer, Alice Reingheim, Vera Stokes, Louise Koenig, Dorothy DeSmithers, and Vera Bautz.

The next party April 30 is in need of a volunteer co-hostess. Anyone wishing to assist may phone Kathryn Walker, 659-2280.

Guild party

Calle lillies and camelias added spring gaity to the Pre-Easter benefit bridge & canasta party sponsored at Fellowship Hall by the Guild of the Carmel Valley Community Chapel.

Co-hostesses Millie Krecjir and Jean Stekly used a cunning lamb cake centerpiece surrounded with bunnies, egg candies, and chicks.

Doris Bundgard won the special award for bridge players while Louise Koenig and Mildred Blacow led in canasta. Table prizes were presented to Corrine Linsey, Martha Huff, Sarah Oppenheimer, DeeDee Maynard, Olga Darch, and Vera Stokes.

Don't worry about hose April showers, just call Vera Bautz 659-2951 or Vera Stokes 659-4286 and reserve a table "indoors" for the April 16 party. Hostess Olga Darch and members of the Social Club invited you all to join them.

St. Dunstan's class

A class of five were confirmed by Bishop C. Kilmer Myers during a recent evening service at St. Dunstan's Episcopal Church.

Susan Lockwood, Susan Brandt, Cynthia Marshall, Lisa Matar, and Steve Giraudo participated in the confirmation.

Poppy Park

An "Old Oak Leaf Cluster" to the students of Tularcitos who joined with California school children who raised $18,000 to help establish "Poppy Park," a wildflower preserve near Lancaster.

The Valley school along with Juan Cabrillo of Seaside, David Avenue in Pacific Grove, Hayes Elementary School and San Carlos School in Monterey were given citations by the Bank of America for endeavoring to preserve the state flower.

feedbag

by lucy smithson

Every autumn after the first hard frost we worm our horses. At the same time we dose the dog, purge the pussycat, add that blue stuff to the chickens' drinking water and feed pin worm medicine to the children. We are a good farm mother.

Every spring during the green grass and sour flower season, we visualize in our mind the millions of fertile roundworm eggs floating through the air, hatching in the grass, and being eaten by grass eating hosts. We worm the horses again in the springtime. Furthermore any kid that looks itchy better have poison oak.

Spring and fall worming, twice a year, shines our little halo. Funny though, sometimes our horses don't shine as bright as that halo of virtue. Sometimes (feeling very noble) we worm three times a year.

Last week at the monthly meeting of Equestrian Trails Inc. we listened to a man who says we're all wrong. Worming twice a year may be just a drop in the bucket and ol' horse would be a lot happier and healthier being wormed once a month!

Dallas Debatin, a representative of Shell Chemical's Agricultural Products Division, outlined the horse's major parasite problems. There have been many recent advances in this field. New information clearly shows a need for new ways of treating horse parasites.

Of course, Dallas Debatin is a salesman for a particular product, but he had a lot of information carefully investigated by independent researchers at universities and agriculture stations. He had slides of the outsides of horses, the insides of horses, the outsides of parasites, the insides of parasites. He had pickled worms in jars. He had fresh statistics. We think Dallas is more than just a good butter and egg man. He's a genuine worm maven.

For instance, we knew that there's never been a horse raised free of worms because there are worm eggs in the air, in the water, in all types of feed. Worms and germs--lo, they are with you always. We figured they were seasonal though. Knock'em out at the right time, and you're free for a while.

Hope springs eternal in the inexperienced.

According to recent research parasites are seasonal, but different varieties multiply at different seasons so as to keep the horse's internal spaces fully rented out all year. Also, reinfestation can occur as fast as two weeks after worming.

The reason we wormed after the first frost, we thought, was to kill the internal bots after this season's bot flies were dead. It turns out that fall is the poorest time to kill bots--that's when fewest are in the horse's stomach. There are many more during winter and spring decreasing during summer and fall.

Bots have a peculiar life cycle. The fly lays its eggs on the horse's legs gluing them on with a substance that itches.

The horse puts its warm nose down to scratch its itchy legs and **Zambo!** the fly egg hatches immediately. The fly larva, smaller than you can easily see, burrows into the horse's chin, mouth nose, or tongue. The tongue is a favorite place. The larva makes a hole, rests and feeds a week, travels up-tongue an inch, and makes another hole. It may take any one larva six weeks to make it from the tip of the tongue to the back of the tongue where it drops off to be swallowed. At any one time there may be enough bot larva in a horse's tongue to make an orator tongue tied. Ugh, not too tasty, that.

Emylyn Rogers hearing about the bot larva hatching on her horse's lips says she'll never kiss her horse again.

In the horse's stomach, a bot larva spends eight happy months growing to the size of your left little toe. When he finally moves on, he leaves quite a pit in the stomach lining. This does not improve your horse's digestive processes.

The new idea is to kill the bot larva before he gets big enough to make such a big hole. One good way is to wash the horses legs everyday with warm water. The warm water makes the bot larva hatch and they can be rubbed off the leg. Wear rubber gloves, frevvin's sake! Otherwise the bot larva may burrow into your hands.

The other good way is to feed a bot killing medicine once a month.

Recent research suggests that as many as 90 percent of the major colics suffered by horses are due to complications of bloodworms. Bloodworms cause other problems too. They feed upon arteries, causing thin spots in the artery walls. The thin spot can rupture like a blown out tire. This is a common cause of equine death.

Bloodworms can make cankers as big as your fist in the wall of the large intestine where they encyst. Bloodworms may be so numerous that they clog up an artery shutting off the blood supply entirely. This is quite apt to happen in the horses legs where the blood vessels are smaller and the heart's pumping action not so strong. It makes the horse go lame until the clot of bloodworms clears away.

Periodic lameness is a characteristic of bloodworms.

Michigan State University, our alma mater, reports that 50 percent of the horses they autopsied had died as a result of internal parasites. Of these, the most important parasite to control is the bloodworm.

The only time you can kill bloodworms is during those brief times in their well traveled lives when they are in the alimentary canal. Worm the horse frequently, says Debatin. Don't let eight weeks go by between worming.

Dallas Debatin speaks highly of Shell's Dichlorvos Horse Wormer. Kill counts show that Dichlorvos kills all kinds of horse parasites, both bots and worms. It kills more of them faster and deader than competing horse wormers. Deader meaning they aren't going to stick around and adapt.

More good news, the parasite poison doesn't harm the horse. They've been feeding great overdoses of it to pregnant mares and foals with the only result that the mares and their foals are doing just fine, thank you.

Also, score one one for Shell, the horses will swallow it right down with their grain. The wormer comes impregnated in tiny plastic pellets. It has no taste whatsoever.

The plastic pellets do have a faint odor. They smell like the Shell No Pest Strip which uses the same chemical. Debatin suggests some canny ways of cooling the odor. One is to cool the wormer. Really. Freeze it overnight, it won't put out the fragrance so strongly.

Another trick is to put something smelly on the horse's nose for a couple of days before serving the wormer. Vicks' VapoRub would confuse his good scents. Vanilla is another strong masking smell.

If by remote chance the horse still won't eat the wormer and you'd like to save the expense of getting your vet to put it down a tube, try this. Mix it with a cup of peanut butter, put in a caulking gun--don't know why my frosting squeezer wouldn't work too--stick the tip well into the horse's mouth and fire!

Um, yum, peanut flavored wormer sticking to the roof of your mouth, horse. It will do a lot of good--correction, it will do a lot of bad--for the bots in your tongue. And watch out below!

CARMEL VALLEY CHURCH SERVICES

This Sunday Attend the Church of Your Choice

In Beautiful Carmel Valley

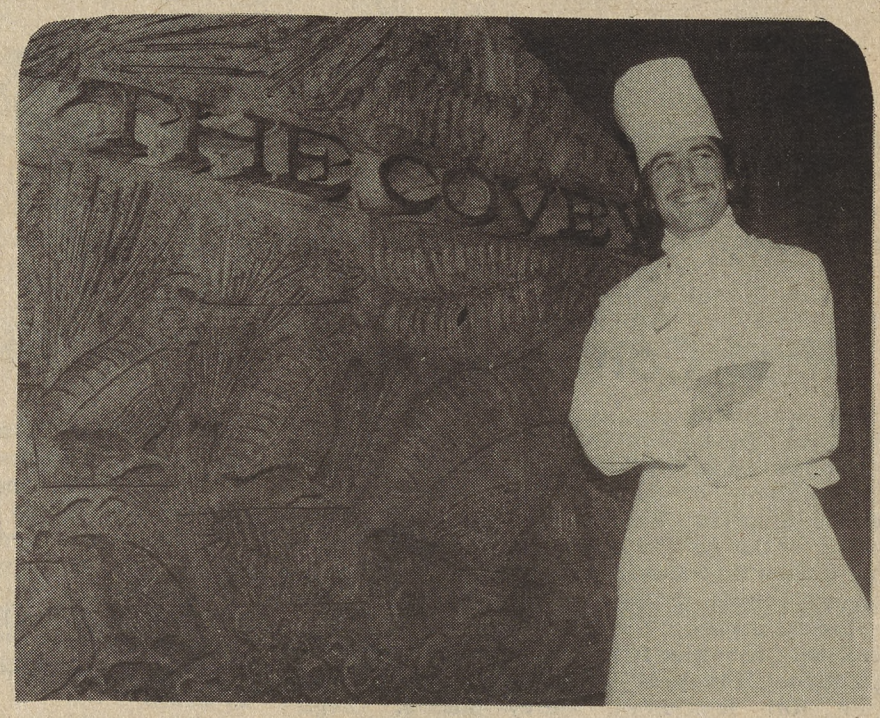
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Carmel Valley Village
659-2224
MASSES:
Saturday, 5:45 p.m.
Sunday, 9:00 a.m. & 12 noon only
Daily, 11:30 a.m. Mon.-Thurs.
Fr. John McSweeney

First Baptist Church, Carmel
Corner Carmel Valley Road and Schulte Road
Sunday Services
9:30 a.m.
Sunday school
11:00 a.m.
Morning Worship
6:00 p.m.
Evening Worship
Roy McBeth, Pastor
Robert Webb, Organist

St. Dunstan's Church
Episcopal
Robinson Canyon Rd.
Services:
8:00 a.m.-Holy Communion
10:00 a.m.-Morning Prayer and Sermon
The Rev. James W. Brock, Rector
624-6646

St. Philips Lutheran Church
CARMEL VALLEY ROAD
near
SCHULTE ROAD
Service 9:00 a.m.
Church School
10:00 a.m.
Walter J. Vrudny, Pastor
Phone 624-6765 or 624-0856

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Monte Verde St., north of Ocean Avenue between 5th & 6th
Sunday Services
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Sunday School at 11 a.m.
Wednesday Evening Meeting-8 p.m.
Reading Room, Lincoln near Fifth. Open weekdays 10 a.m. to 5:30 p.m.
Open Sundays and holidays 1:30 - 4:30 p.m.



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... where he suggests you enjoy some of his favorite specialites de la maison. To start, Quenelles of Fresh Sole, a delicate appetizer served with savory Nantua sauce. Then, our Canard Montmorency ... crisp, roast duckling, with cherries. (Served with four fresh, cooked-to-order vegetables.) A dinner to be climaxed by Chef Guijarro's pride: Tarte Tatin, that incredibly delicious dessert! May we reserve your table?

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Bob Rautenberg

Teachers request 20% pay raise

The Carmel Unified School Board has received a request for a 20 per cent pay raise from the Certificated Employes Association, an agency which represents every teacher in the district.

Lewis DiStefano, a representative of the collective bargaining organization, told the board at its April 9 meeting that the requested raise would "regain the purchasing power which has been lost through inflation."

A study by the finance committee of the Association of Carmel Teachers was presented to the board which concludes that, while inflationary adjustments have been made in district salaries, those adjustments have not kept up with the cost of living. The average salary of district teachers is now $14,851 per year.

DiStefano explained that the 20 per cent increase would cover a 12.5 per cent increase in the cost of living from March 1974 to March 1975, and a projected rise in living expenses between April 1975 and October 1975.

He told the board that teachers in the district have received salary increases which "would enable greater purchasing power" in the past five years.

School board member Dick Wilsdon calculated that if the 20 per cent raise in salaries were granted to all district employees it would amount to an increase of $800,000 in the salary schedule.

The formal request presented to the board also called for the district to assume health and dental insurance premiums for every district teacher and one dependent, and a 3 per cent salary increase, over and above the 20 per cent raise, for all teachers holding doctorate degrees.

Following the meeting last week, superintendent of Schools Harris Taylor explained that the Certificated Employes Council request represents the first phase in an annual round of salary negotiations. According to mandates recently handed down by the state legislature, the school board is required to make its initial counter proposal at a public meeting.

A resolution adopted by the board last Wednesday calls for no change in "all matters pertaining to adjustments in wages, hours, fringe benefits, and working conditions," and the board will receive public reaction to the teachers' proposal from the public at its April 23 meeting.

While negotiations with teachers in the district were initiated, some difficult negotiations were conducted with district parents concerning the procedure for selecting a new principal for Middle School. Robert Whitehead, the current principal has been promoted to the position of assistant superintendent for instruction and personnel.

As outlined in the board's proposal for a selection process two committees, one composed of three teachers and three parents from Middle School and the other composed of six district administrators, will interview candidates and recommend two for final consideration by the board.

The board added a proviso which will allow the superintendent the perogative of recommending a third candidate.

Prior to passage of the selection procedure, parents in the audience questioned whether the board could conceivably hire a candidate who had not been screened by the committees.

Wilsdon's answer to the query was definitive. Yes, he stated "I feel perfectly free as a member of the board to select someone not chosen by the citizens' committee."

Qualifying that statement in response to objections from the audience, he stated "it is our intent to select a candidate who has been screened."

Board member Fran Gaver explained to those present that last year, when a new principal was selected for Carmel High School, the board had rejected the top choices of a citizens' committee. However, she said, the process of screening candidates has been undertaken a second time and the committees had had an opportunity to interview all candidates that were considered by the board.

In other action last week, Mrs. Gaver was picked by her colleagues to serve as board president in an annual organizational election. She replaces Charles Snorf, a local physician, who did not run for re-election this year.

James Miller was appointed clerk of the board, Wilsdon was appointed legislative representative, and Pamela Smith was named representative to the county school boards association.

Attacking dogs reappear

With two more reports of attacks on domestic animals by free running dogs, the district attorney's office said Wednesday it would renew its investigation into violations of Monterey County's leash laws.

One goat was reported killed by a free running dog Sunday evening on Robles del Rio. The incident was reported to Monterey County humane officers, who are continuing their investigation and have not completed their report for release to the public.

A second attack by other dogs occurred Tuesday evening about 6:45 on Holman Road. Mrs. Nancy Hogan reported her 200 pound brown Nubian goat had been attacked by two German shepherds who had entered a half acre enclosure by slipping through a six foot high slat fence.

Mrs. Hogan said her goat was taken to the village veterinary clinic Tuesday night in acute shock and that she anticipated it would survive. She described the attacking animals as one light straw colored shepherd and one standard black and tan shepherd with a red collar and wearing a bell. She said one of the dogs may be a pet missing from a neighbor's home for about three weeks.

Mrs. Hogan said the attacking dogs apparently came to the enclosure twice, but barking from her own Doberman Pinschers probably scared them away initially, but they later returned.

Investigating officer Robert Thompson of the Sheriff's department said an adjacent neighbor had verified the description of the darker animal, reporting the animal as chasing his cat around his house.

Assistant District Attorney John Phillips said Wednesday he would coordinate a new investigation with the Monterey office after resurrecting a dropped investigation. He said Dean Flippa may be assigned the leash law problem.

Fourth District Supervisor Roger Poyner said the issue as an ongoing problem was new to him, but that he would request the health department, animal control officials and the proper law enforcement agencies to coordinate their efforts in increased efficient enforcement of the leash law.

The *Outlook* ran an indepth story on the problem of free-running dogs Dec. 26, 1974.

CHS Bargain Fair raises over $4,400

This year's Padre Parent Bargain Fair, a fund raising event sponsored by the parent club of Carmel High, was a success. More than $4,400 was raised for the club's scholarship fund.

"The weather was just fantastic. It stopped raining just in time on Saturday morning and the clouds came in when we stopped on Sunday," exclaimed Joan Vandervort, chairman of the Padre Parents scholarship committee.

Roughly eighty mothers devoted hours to organizing, collecting saleable items, and setting up tables for the event, which was held in the high school cafeteria, gymnasium, and on the campus grounds.

Saturday's activities included a senior class chicken barbeque, which was sold out well beforehand, and an auction, as well as bickering over a wide variety of items contributed by local artists and families.

In fact, most of the items contributed were sold by late Saturday afternoon, and virtually everything else was sold between 10 a.m. and 2 p.m. on Sunday.

Funds raised will make up a big part of scholarships awarded to outstanding Carmel high seniors this year by the Padre Parents. Each year the parent club contributes between $8,000 and $9,000 to help pay the college expenses of deserving local students.

The only reservation expressed by Chairman Vandervort was that "next year, we hope to get more student participation."

bend in the river

by john jernegan

Canada de la Segunda, Canyon, Rancho

The canyon named Canada de la Segunda comes down to the Valley floor from the north just where Valley Greens Drive intersects Carmel Valley Road from the south.

"Canada" in Spanish means "small valley", "glen" or "dale" and is sometimes used as a substitute for "canyon." "De la Segunda" means, literally, "of the second", so the literal translation of the whole is "Canyon of the Second", which seems to lack something.

One explanation offered is that there was an earlier land grant named "La Canada" or something similar, and that the Carmel Valley rancho was therefore called "the second." (In fact, there were more than 40 land grants in California which had "Canada" as part of their names in one way or another, so this explanation is plausible.) If this is the case, however, the name should be "El Rancho Canada la Segunda", without the "de", or "La Segunda Canada". Some old documents and maps give the name as "Canada Segunda", but most old papers and all modern maps and documents use the "Canada de la Segunda" form.

The rancho (determined to have 4,367 acres by the U.S. District Court in 1859) was granted to Lazaro Soto in 1839. It lay entirely on the north side of the Carmel River and had its eastern boundary in the Canada de la Segunda, while on the west it reached to what is now the city of Carmel. Soto sold the property and, after passing through several hands, it became the property of Faxon Dean Atherton, early American pioneer in California and father-in-law of the well-known novelist Gertrude Atherton. In 1892 it was bought by William Hatton, whose name is attached to Hatton Canyon, which runs through the west end of the ranch. Carmel Knolls, Rancho Rio Vista and Del Mesa Carmel developments are all built on land that once formed part of this rancho.

An interesting sidelight is that the historian Bancroft mentions Canada de la Segunda as a common meeting place for duels in the old days.

Carmel Mission

This mission's proper name is San Carlos Borromeo, but because of its location close to the mouth of the Carmel River and just outside the corporate boundaries of the city of Carmel, it is almost universally called "Carmel Mission".

Second of the chain of missions founded in Alta California by the Franciscan missionaries (San Diego being the first), San Carlos was originally established by Junipero Serra on June 3, 1770 on the site of present-day Monterey. Serra and his Franciscan companions soon decided, however, that the Carmel Valley offered better farming land for the support of the mission and that a site over there would provide easier access to the Indians who were their targets for conversion to Christianity. Accordingly, the mission was moved to its present location in 1771. The present stone church was begun by Father Lasuen in 1793 and was dedicated in 1797. It has been registered as a National Historic Landmark.

St. Charles Borromeo, for whom the mission was named, belonged to a noble family of Lombardy, Italy. He was dedicated to the church while still quite young and rose rapidly, becoming a cardinal at the age of 23. He was Papal Secretary of State under Pope Pius IV, but his fame rests upon his service as Archbishop of Milan in the 16th Century, when he stayed in the city to tend the sick during the great plague of Milan.

The mission was secularized in 1834 and fell into disuse and disrepair. Under U.S. rule, an official survey was made in December, 1858 and full title to all mission lands used for religious purposes -- church site, burial grounds, orchards, etc. (nine acres), was confirmed to the Catholic Church by a patent of October 19,1859. Restoration of the buildings to usable condition began in 1884. The latest rebuilding was begun in 1931 under the supervision of Harry Downie. In 1960, Pope John the 23rd raised Carmel Mission to the status of a Minor Basilica in recognition of its historical importance and its connection with Fray Junipero Serra.

Carmelito

An abortive development in the late 19th Century in the area now known as "Whaler's Cove" in the Point Lobos Reserve. In the 1890's it was described by a special issue of the "Gonzales Tribune" as a candidate for popular favor in the area south of Monterey and as having "some improvements". The name, meaning "Little Carmel" in Spanish, was obviously coined to suggest a connection with Carmel and the river. No trace remains of Carmelito.

Student volunteers sought

"One of the prerequisites for attending medical school is hospital volunteering," according to Frank Keith of Robert Louis Stevenson School at a Community Hospital breakfast for coaches and counselors of Monterey Peninsula schools to kick off their summer Student Volunteer program.

The same holds true of the physical therapy program in major universities around the nation, according to Peggy Moore, chief of physical therapy at the hospital. "If there is room for 18 students in a program, those receiving the most critical notice are the ones who have worked as a volunteer in a physical therapy department of a hospital," she said.

One student said she had been unable to get into a medical assistants program at a Junior College because she had had no experience in a doctor's office. She said this was why she was volunteering at the hospital now because she hoped for a career in nursing when the time came.

Tom Tonkin, president and administrator of the hospital said the students had been outstanding in the help they had given in eight hospital services, including pharmacy, physical therapy and emergency, as well as in the auxiliary services of reception desk, x-ray, snack bar, library, gift shop, auxiliary office, telecare and teaspoon of sugar, a program for children coming in for the surgery the following week.

He said the young people were so efficient that a general groan could be heard around the hospital when school started at the end of the summer.

Jay Hudson, associate administrator, elaborated on the importance of volunteering at an early age. It teaches independence, self-reliance, dependability and reliability. It also puts the young person in the unique position of being able to take a look at what goes on in the health field. For many, this opens the door to future nursing or medical careers in general. He said with the advent of national health service in the not too distant future, the medical industry would probably employ the greatest number of persons in the country. Young people who have been introduced to hospitals through volunteer services will be way ahead of those who have not if their interests lie in that direction.

Annette Sward, R.N. and head nurse in emergency, said that the best thing that had happened to their program was Dr. Burleson opening up the service to student volunteers last year.

Can muscle balancing help you?

The Carmel Chiropractic Arts Center utilizes Applied Kinesiology, or muscle balancing, as one of its therapies. The staff also teaches a simplified form of therapy to members of the community free of charge. The treatment has helped many people across the United States by relieving pain, tension and anxiety through natural methods. The basis of treatment is the use of reflex massage points on the torso, holding points on the skull, and acupuncture points to test and integrate muscles into a coordinated, balanced functional unit.

Applied Kinesiology demonstration classes are held in the Northern California Savings & Loan building in Carmel and are announced in the Pine Cone.

For information about classes or appointments for examinations or treatments, call Carmel Chiropractic Arts Center - 625-2555.



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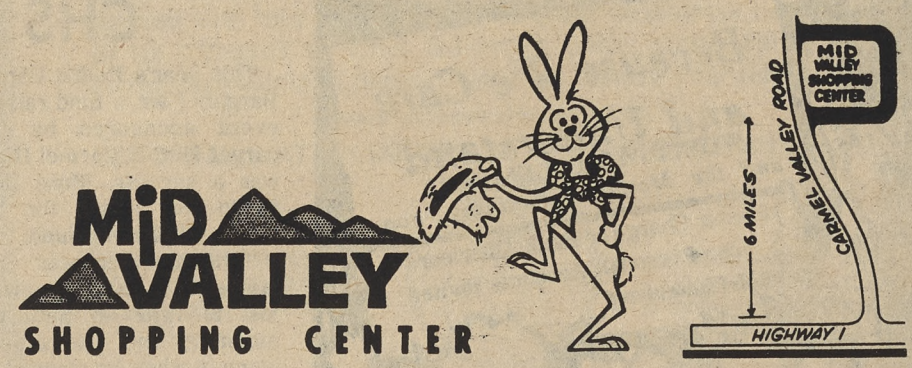
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Concerned about dams, water and floods?
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You will see a film called 'Planning For Floods' Panel discussion follows.
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Llord's performance impressive

By LESLIE JOHNSON

Although it is probably one of the finest marionette theatres in America, the Llord's International performance Friday at Monterey Peninsula College seemed to be calculated more to impress than to entertain.

This is not to say Daniel Llord is not extremely talented and ingenious, or to imply the kudos given him internationally are unearned. Perhaps Llord is too talented and full of ingenuity for his unique special effects intruded often, breaking the spell he cast from the puppet stage.

Llord opened the performance with Stravinsky's "Firebird," a work which allowed him to introduce vast numbers of puppets and theatrical devices. This showcase piece made it difficult to believe there were really only two hands manipulating the marionettes.

Llords designs and makes his own marionettes, and the women whose souls had been stolen were indeed "glittering faceless forms," until the soul of the evil one was shattered and a breath taking transformation occurs. The device of dual headed marionettes was used most effectively in this piece.

The melding of music with marionettes worked most successfully in "Firebird" when Llord seemed most into the performance. Later, his attention seemed scattered, but here was the Llord's International critics have acclaimed everywhere.

A most elegant piece in a "Studies" series displayed his attention to detail through the use of a colonial harpsichordist. The exactitude of this performance was breath-taking and perhaps even more impressive than the numerous special effects used in other sections of puppet drama.

The comic performance of Madame Pizzi-Pizzi, a classic coloratura, was just the breather the audience needed and was farcially done, with Llords singing falsetto for the madame, a rather buxom lady with a rather portentous bearing

Llord's Paris piece, with a lovely set of the lights of that romantic city and a little street scene, was a highly detailed and pretty sketch, complete with can-can girls and a bubbling fountain.

We would have left with a more satisfied feeling if we had departed at intermission, for Llord's performance of "Petrouchka" was perhaps too great an undertaking for even such a puppet master as he. Llord pointed out before the performance that while "Petrouchka" had been highly successful as a ballet, critics felt it was lacking as theatre. We found his performance Friday lacking as puppet theatre.

While Llord is a great puppet master, he is not a great actor. And as the performance progressed, our positive feelings about the evening waned, for the piece was long and for all its devices, did not hold our attention, no matter how hard we tried to concentrate. The ending, with its potential as a powerful scene when Petrouchka's spirit arises above the evil of the puppet master and all those who attempt to suppress others, was especially disappointing. There was no power here, only an ending.

Llord's repertoire draws from classical and folk music of the western world and is vast. He is talented, original and a leader in the revival of puppet theatre of adults, as marionette performances were first inteneded. He makes it clear his puppet theatre is not for children. Perhaps his dedication to his craft is such that he could not put it far enough behind him to become even for a brief moment in a play, the charlatan of "Petrouchka."

'Twelfth Night' should be seen

By JEFF HUDELSON

MPC's new production of "Twelfth Night" is certainly one that should be seen. While not without fault, it is an attractive and interesting show.

If you have never seen this marvelous, romping comedy, see it. If you are familiar with the play, see this production; it is undoubtedly unlike other productions you have seen.

One of the greatest joys of the theatre is "collecting" and comparing different productions of the same show. Of all of Shakespeare's comedies, "Twelfth Night" is certainly the most interesting to "collect."

"What You Will" (the alternate title) is not a "star" show. Being superbly well balanced, its entire flavor can be changed by altering any one of a dozen characters.

In this production, the cast is well balanced and lively. Director Ramie Wikdall has chosen not to warp the production toward a dominant character, but rather to preserve the unity of the whole. None of the subplots is allowed to command the show.

The character interpretations are also fairly middle-of-the-road. Ms. Wikdall has interpreted the characters much the way Shakespeare seems to have written them. This also aids in preserving the integrity of the script.

The only variant seems to be Ann Fajilan's Fabian, who is considerably more "puckish" than usual. However, this is certainly a positive factor. All of the "plotting scenes" adopt a certain prankishness that becomes them well.

The whole show, in fact is a rather joyous romp. Even the more serious Antonio [illegible]yed by Jeffrey Orrin [illegible]khardt) and Orsino scenes were not somber and did not break this mood.

Keynoting the spirit of Illyria was Christy Botkins' finely drawn fool, Feste. An excellent singer, her songs (with Jack Hoss on guitar) add a festive coutliness to the play's atmosphere. Her lively acting suits the foolish but penetrating part quite well.

The twins, Viola (Diana Hjul) and Sebastian (Tom Sanchez) were well played, with Ms. Hjul turning in a sensitive performance and "wearing the breeches" excellently. Stephanie Cunningham's Olivia occasionally remined one of the heroine in "Antony and Cleopatra." And Michael C. King's Duke was well played -- one easily believed him enamored with Love.

Most of the broader comedy comes from Eric C. Elliott's drunken Sir Toby, Eric J. Hartzell's timid Sir Andrew, Shirleen Holt's Maria, and, of course, the priggish Malvolio of Richard Allen Andante. All of these characters were competently played and well fill their roles in the play. However, none of them have taken flight in the comedy of these roles (Mr. Hartzell comes closest to doing so).

The disappointments of the production stem mainly from the staging. "Twelfth Night" is played "in the round" in the intimate SRO Theatre. While this is an interesting and intellectually attractive concept, it is, generally, a failure. In practice, a certain aesthetic distance in necessary to "take in" the play. The audience (except for the dueling scenes, which worked magnificently) was just too close.

Also very disturbing is the constant, constant movement. The actors are almost in a continually flowing dance -- effective in evoking the spirit of the play, but distracting. In all of the color and motion of the dance, our senses are required to absorb too much data, and what is occasionally lost is the music of Shakespeare's beautiful words.

more oaks and cacti

Flower Show

The childhood rhyme, "April showers bring May flowers..." has special significance for members of the Carmel Valley Garden Club who have scheduled their 15th annual Flower Show for May 31 and June 1 -- not the previously announced May 10 and 11.

Competition and viewing are open to everyone, according to show chairman Harry Ball, so now is the time to begin pampering those potential entries and searching for containers in which to display floral arrangements.

Flowers of the World will be the theme for the 1975 show to be held in the multipurpose room of Tularcitos.

Those planning to enter the arrangement divisions are asked to phone space reservations by May 27 to Rosemary Roberts 659-2322 or Vera Stokes 659-4286. The specifications are from a varied list including;

BRITISH ISLES

a. Pomp and ceremony: tall, formal arrangement as for a hall table. Cool colors.

b. A Bit of Ireland: a large, predominately green arrangement, accessory or accessories permitted. Use contrast in textures.

EUROPE

a. Switzerland: all white flowers, with greenery, symbolizing the snow of the Alps.

b. Spain: "Fiesta Time," an arrangement in shades of red and yellows. Accessories permitted.

c. Holland: "The Sea," an arrangement in blues and whites.

d. France: "Vogue," always in fashion, an arrangement stressing line.

UNITED STATES

a. America the Beautiful: lavish use of roses in a compote type container.

b. Modern Manner: Wood forms or dried tendrills may establish design, but fresh material must dominate.

ORIENT

a. Oriental Magic: Oriental in design and in container.

TROPICS

a. Follow the Sun: An arrangement of flowers and fruit suggesting the magic spell of the tropics.

JUNIOR ARRANGEMENTS

Kindergarten thru third grade: Sea and Sand, an arrangement using a sea shell as the container or accessory.

Fourth thru seventh grade: Happy Times, flower in a basket container suitable on a pool-side table.

Eighth thru 12th grade: Home Sweet Home, an arrangement using a kitchen utensil as the container.

6th Annual Santa Cruz

Spring Fair



April 26-27 9-6

Fine Arts-Environmental Exhibits on Pacific Garden Mall

Crafts-Music in San Lorenzo Park

Classified

of Carmel Valley Road.

NOTICE IS HEREBY FURTHER GIVEN that said hearing will be held on the following date: April 30, 1975 at the hour of 2:15 p.m. in the Supervisors' Chambers, Courthouse, Salinas, California, at which time and place any and all interested persons may appear and be heard thereon.

MONTEREY COUNTY PLANNING COMMISSION
E. W. DE MARS
Secretary

Date of Publication:
17 April 1975

FICTITIOUS BUSINESS NAME STATEMENT
File No. F-5183-13

The following corporation is doing business as:

HOWARD THOMPSON PLUMBING COMPANY
at No. 4 El Caminito, P.O. Box 428, Carmel Valley, CA

VILLAGE MECHANICAL, INC., a California corporation, No. 4 El Caminito, P.O. Box 428, Carmel Valley, CA.

This business is conducted by a corporation.

Signed:
VILLAGE MECHANICAL, INC.
Georgia Gehring,
Secretary-Treasurer

This statement was filed with the County Clerk of Monterey County on March 25, 1975.

Dates of Publication:
3, 10, 17, 24 April 1975
Expires: Dec. 31, 1980

FICTITIOUS BUSINESS NAME STATEMENT
File No. F-5181-12

The following corporation is doing business as:

MONTE MART
at Carmel Rancho Shopping Center, Carmel, California; Albertson's Inc., a Delaware corporation, Warren E. McCain, President, 1623 Washington Street, Boise, Idaho 83726; Minnie O. Armstrong, Boise, Idaho 83720.

This business is conducted by Albertson's Inc., a Delaware corporation.

Signed:
Minnie O. Armstrong,
Secretary

This statement was filed with the County Clerk of Monterey County on March 4, 1975.

Dates of Publication:
3, 10, 17, 24 April 1975
Expires: Dec. 31, 1980

JONES & JONES
1340 Munras Avenue
Monterey, California 93940
Attorneys for Petitioner
CHARLES EDWARD SMITH, herein called Petitioner
Estate of VERNA LUCHKO SMITH, A missing person

SUPERIOR COURT OF CALIFORNIA
COUNTY OF MONTEREY
Case Number MP-4612
NOTICE OF HEARING

NOTICE IS HEREBY GIVEN that CHARLES EDWARD SMITH, as Petitioner has filed herein a PETITION FOR ADMINISTRATION OF ESTATE OF MISSING PERSON BY SURVIVING SOLE HEIR, concerning the above named missing person, reference to which is made for further particulars, and that time and place of hearing the same has been set for August 1, 1975 at 1:30 p.m. in the courtroom of said court, at 1200 Aguajito Road in the city of Monterey, California.

Dated: April 10, 1975
ERNEST A. MAGGINI,
Clerk
By: **E. Wright**
Deputy

Dates of Publication:
April 17, 24, 1975
May 1, 8, 1975

Situations Wanted

YOU CAN AFFORD $3.00 an hour for gardening, window washing, odd jobs. College student seeks any kind of employment until fall. References. Call John at 624-7643 or 624-7578.

LOVING MOTHER will care for children in her Carmel Valley home. 659-2728

Personals

WOULD LIKE TO FIND someone to practice Tai Chi Chuan with, also chess. 624-5666

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RNs, ICU-CCU. Experience required. PM and night shifts. Apply Dominican Santa Cruz Hospital, personnel Dept. 1555 Soquel Drive, Santa Cruz.

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SALE: CARMEL SMOKE HOUSE, San Carlos & 5th, must sell everything. Microwave ovens, refrigerators, freezers, pots, pans, dishes, cups, canned foods etc., counters etc. Sale starts 9 AM to 5 PM. April 18 & 19 Friday and Saturday. No deliveries. All cash.

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CARMEL VALLEY OUTLOOK

624-3881
Deadlines: Tuesday Noon

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(Does not apply to cash ads)

NOTICE OF PUBLIC HEARING
(Carmel Valley area)

NOTICE IS HEREBY GIVEN that the Planning Commission of the County of Monterey, State of California, will hold a public hearing on the application of **Carmel Valley Racquet Club** (PC-2202) for a Use Permit in accordance with Section 32 of Ordinance No. 911, the Zoning Ordinance of the County of Monterey, which would allow a practice area on portion of Assessor's Lot 9, El Potrero de san Carlos Rancho,

For Rent

DOWNTOWN CARMEL. 1 and 2 bedroom apartments in new building. Walk to post office and stores. Near bus. Includes dishwasher, disposal, frost-free refrigerator-freezer, self-cleaning oven, carpets and drapes. All utilities paid except electricity and telephone. View of Pt. Lobos and ocean. From $275.00 on lease. Call 624-5412 days, 624-9541 eves.

CARMEL, SPARKLING STUDIO room with private entrance and bath. $65 week. Kitchen apartment $95 week. 624-3113.

CARMEL TWO BEDROOM home, luxuriously furnished. Available April 22nd through May. $325.00. 624-7505.

AVAILABLE MAY 1st to Nov. 1st, on Carmel Mesa with a view of Point Lobos. A lovely well-furnished 4 bedroom house, dining room, electric kitchen, laundry. $600.00 per month.
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MID VALLEY furnished adobe, pool, two bedrooms, two baths, jacuzzi, fireplaces, electric kitchen, cleaning lady. Lease $600.00. References, deposit. 624-3674 evenings.

UNFURNISHED TWO bedroom, two bath home with large skylighted living room, $350.00 on lease. George Conn Real Estate. 624-1266.

IN CARMEL, WALK to town, ocean view, four year old two-bedroom furnished house. Large living room and dining room, gas fireplace, cathedral ceiling, 2½ car garage. Appliances, all electric and complete. Weekdays 10:30 to 5:30. 1-247-2885, San Jose.

GRACIOUS CARMEL one bedroom apartments with all the amenities-Point Lobos view, balconies, fireplaces, all electric kitchens, storage carports, laundromat, one year new and two blocks from Ocean Avenue. Starting at $275.00. Carmel Associates 624-5373.

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RANCHO CERRITOS Adult Mobile Home Park, now renting. Models on display, corner of Green Valley and Main. Watsonville 722-5391.

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M.P.C.C. FAIRWAY view, two bedrooms, one bath, family room, sewing room. $400.00. San Carlos Agency-624-3846.

FOR RENT CARMEL, spectacular view, a gracious sunny home, well furnished and equipped. Four bedrooms, three baths, family room. Available May 1st for four months or less. $600.00. Phone 624-5102

PEBBLE BEACH COTTAGE. Small furnished one bedroom with bath. Park setting, two blocks from ocean. $125.00 includes utilities and cable. Available May 1. 373-0069

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SCENIC DRIVE CARMEL, fantastic view, well furnished three bedroom, two bath home, plus large family room and bath. Spectacular lanai for outdoor entertaining. Available anytime. Call 624-7479. Broker.

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WRITER-RESEARCHER needs room in Carmel with private bath, within walking distance of public library. Call 625-0654

CONCERT GUITAR Maker, wants workshop space in Carmel -- detached garage or studio suitable. 624-0350

TWO BEDROOM CARMEL house, all conveniences, for one month beginning August 1 or 2nd. Parrish, 861 Keeler, Berkeley, 94708

For Rent Commercial

SHOP OR OFFICE SPACE available in downtown Carmel. 400 to 900 sq. ft. Write to Box 3087, Carmel, or call (408) 624-5412 days or 624-9541 eves.

CARMEL RANCHO SHOPPING Center for lease, retail or professional, 854 square feet, west side Carmel Rancho Blvd. 624-1209.

CARMEL VALLEY SHOP and office space. Artists or hobbyist work rooms. 659-2729

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NEW DELUXE office suite with a private restroom and a wet bar. $400.00 mo. F.M. Scott & Associates (408) 624-5321

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DIRECT FROM OWNER 2 or 3 bedroom home or building lot in Carmel proper. Write box 2451, El Macero, CA. 95618

SMALL CARMEL COTTAGE on legal-size lot in sunny quiet area. Large cash down payment available. Call 373-2208 anytime.

Real Estate For Sale

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SOUTH OF OCEAN Avenue, near beach. Nice three bedroom, two bath house. Call 624-8425 for appointment.

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OPEN HOUSE: Sat. & Sun. 1-5 PM. Upper Carmel Hills-Flanders Drive, behind high school. Charming unique Comstock designed Post adobe-for sale by owner. Three bedroom, two bath, Spanish tile floor throughout. Heavy beamed ceilings. Beautiful private patio area. Immediate possession. Cannot be duplicated in todays market at $79,500. No agents. 624-7281

LOT 100 x 60 ON FOREST and 8th. Large Oak and pine trees. View of Point Lobos. 624-5949 or 624-3868.

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USED LUMBER, clean, reasonable price. Especially good for barns, sheds, fencing, floors, etc. 394-0490.

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LECITHIN! VINEGAR! B-6! KELP! Now all four in one capsule, ask for VB6-plus, Surf-n-Sand Drugs.

PATRICK FLETCHER, re-opening lapidary and jewelry shop. Room 3 No. 9 Del Fino Place, Carmel Valley Village, 659-4722. Hobbiest Supplies, turquoise, silver and opal. Associate jeweler, Alan Krager.

JERRY WINTERS SPECIAL. Long stemmed roses, $8.95 dozen boxed. Delivered on Peninsula. Jerry's Flowerphone. 624-5395

SOUTH AMERICA & GALAPAGOS Islands. One four month, small group, low cost experiences. Free brochure: New World Educational Trips, Box 2131, Salinas, CA. 93901

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$50.00 REWARD for information leading to the party having sign stolen from the Bell Ranch reading: "Danger-Livestock Crossing Road next 6 Miles." Phone 659-3518.

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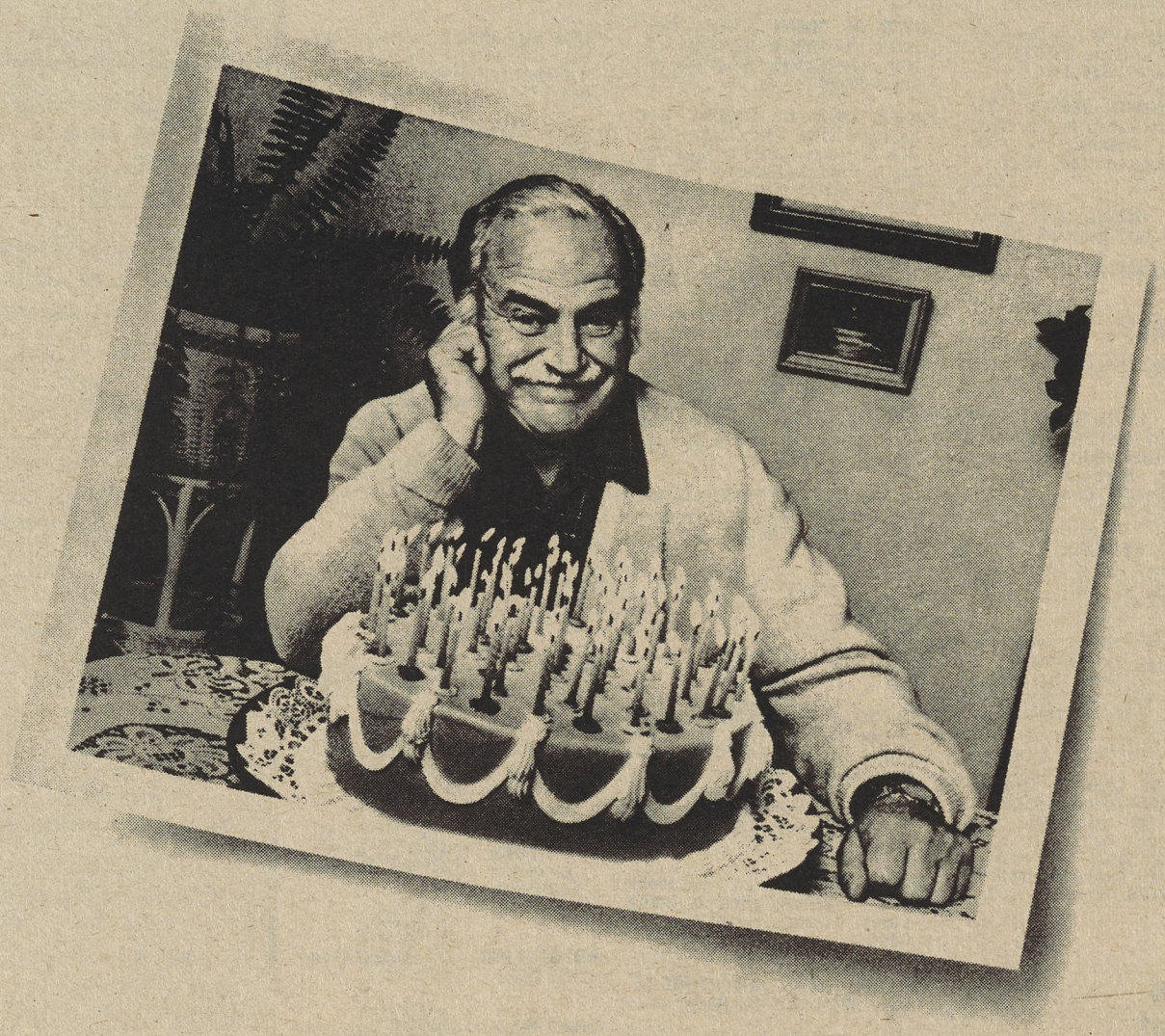
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Spring Fashion Horizon



Advertising supplement to The Carmel Pine Cone, Carmel Valley Outlook, Time Out



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Carmel



Big Skimp big at Saks

by CAROLYN BRADFORD

The Big Skimp for young figures is the big news for spring. Exclusive at Saks. this is easy, carefree and can be worn with slacks or without. In chambray, multicolor stripes, some middy styles and some peasant looks, it is going to catch the fancy of the young.

Fatigues in hearty chino cotton, very wrinkled and very chic, are also newsworthy. The battle jackets have pencil pockets in the sleeves.

A very soft pre-washed denim has proved popular. The double zipper in the front of the pants works almost like a girdle to keep a nice flat look. There is a short bib skirt, pants with western detail in hemp with hemp belts and silver buckles.

Swimwear is still micro-bikini only. One suit, featured in **Seventeen** and **Vogue**, features a strapless bandeau top, a super nude look in olive drab nylon. A blue bikini with a seagull on the derriere has also taken flight in the fancy of the gals.

For coverups, the sand-sweeper in a T-shirt style and material is proving the most fun. Also good news is the short terry halter dress in prints and solids.

For street length dresses, the two part look is important. Country styling in cotton print or softer polyester has a casual, fun look. Biggest news here is the **obi** sash.

For evening its the pinafore, especially those cut with very low backs and halter necklines, as well as longsleeved polyester Hawaiian print packables, some with jackets, which will appeal to night life lovers in this climate.

No matter what the style, it is long for evenings. For the California lifestyle, the patio skirt and peasant blouse will be featured at many peninsula parties.

Fastest moving are the muslin and gauze collections. Muslin pants leave the racks as soon as they arrive. Pants suits and short dresses in this great fabric are proving to be better buys because of their natural colors and go with everything styles.



European cut, fitted look show promise in spring mens' wear

Leisure suits and a fitted look keynote mens' wear this season, according to Robert Jones, manager of Saks Men's Store.

"Shirts in Indian cottons as well as pastels are popular for dress this spring, as long as they are well-tailored and very fitted," Jones says.

Three piece suits are always important on the Peninsula, Jones points out, this year featuring a European cut with rope shoulder and a tapered cut to the jacket with wider fuller trousers.

"Leisure suits are the big news," Jones says, in polyester cords or brushed cottons. Some three piecers featuring walking shorts with top stitching detail and jackets with hoods for the beach and jogging.

"Green blazers are new this season and solid colors are featured in sports coats and trousers, especially navy, camel, safari tan and the newer greens," Jones points out.

Slip on shoes have taken over the fashion scene from the tie, Jones says. "A new suede loafer with leather piping is smart. Saks also has good news in a tennis show with built up instep and fully padded inside," he says.

Extra travel tip

Shirts should be folded laundry style, with cardboard removed, and collars up. Stack them so that collars alternate.



Robert Jones, manager of Saks Men's Shop, wears a three piece Tiger of Sweden suit in this season's European cut. In a soft blue grey, the cool-looking suit is made of crisp 100 percent wool.

JESSICA'S of Carmel



Su Vecino Court - Carmel
705 Lighthouse - Pacific Grove
(over Pancake House)

Home sewing offers versatility, fashion at reasonable cost

by BEVERLY SLEEPER

Home sewing today offers a woman many fashion options. Pattern companies provide versatility and easy to make patterns in up to date fashions. With the accessibility of fabrics seen in ready to wear stores, there is no need to be outdated.

Mrs. 1975 is dressing herself as herself. Sewing her own clothes helps her express herself as she really is.

Spring 1975 has the action look. Juniors will experiment with the mid-calf length and misses will stay at knee length. Clothes today imply freedom in a working world -- shirtwaists, skirts, pants out of solid colors in brushed denim and chino weaves with large patch pockets. Use denim, especially blue, to make shirts will roll sleeves. You will see over-sized tops and "too-big" caftan looks out of gause in natural and pastel colors.

Spring 1975 also has a new look of nostalgia such as Victorian dresses out of fabric from granny's trunk or the pioneer American dress out of calico and patchwork mixes edged with lots of eyelet trim, tied with a sash and sporting a long apron.

Romantic lace will be used in bell sleeves. Big collars, lace bodices and yards of voile in skirts will create a really pretty look.

When you sew, it is easy to pick a pattern and select a fabric to suit your mood.

Fashion is more than just what you wear

Fashion is great, fashion is wonderful and exciting. But like beauty, it is only skin-deep. You need more.

A glowing complexion, an aura of subtle fragrance, an alert, lively mind - you don't have to wear only the very latest fashions if you possess these attributes:

1. **A lovely voice**. The island-dwelling Sirens of Greek legend were not terribly attractive - they were depicted as half woman, half bird - but with their sweet voices they lured many a mariner aground.

2. **A regal walk**. Helen of Troy wasn't a goddess - but you'd never have known it from the way the men adored her. She received the ultimate tribute from the poet Homer, who said of her that "She moves a goddess, and she looks a queen."

3. **Development of your special talents.** You don't have to go so far as Athena, the Greek goddess credited with the invention of numbers, the rake, the plough, the flute, the chariot, shipbuilding, shoemaking, goldsmithing, and the olive tree! But spare-time classes, creative hobbies, volunteer work for local charitable or political organizations can provide the range of interests that make a modern love goddess fascinating.

4. **Flower - freshness**. It's no accident that the names of many ancient goddesses are linked with legends of flowers. You don't have to leave white flowers in your tracks like Olwen the Welsh love goddess, or like Venus, weep tears that turn into roses. But you should make full use of flower-like fragrances that supply the goddess touch.

5. **That "goddess" glow."** Mythical goddesses were supposed to give off a glowing white light that revealed their divinity. Real-life love goddesses are also radiant. Their glow, however, comes not through supernatural means, but from a down-to-earth beauty care program that includes a weekly or twice-weekly hair shampoo, natural-looking make-up freshly applied over a thoroughly clean skin, adequate rest and sleep and a nourishing diet. Nectar and ambrosia might have been a fit diet for Grecian goddesses, but you need your vitamins and minerals!

Naturally, no beauty magic can turn you into a goddess overnight. But you'll know you're on the right track when you catch a worshipful glance from a man you think is "just divine."



Catherine Graff enjoys a shady spot in Devendorf Park wearing a Pantasia pants outfit from Mary May. The pants feature a braided bandeau belt and are worn with a soft Marianne muslin blouse with lace at the cuffs and yoke.



Shopping in Su Vecino Court is fashionable, Nancy White discovers wearing a white polyester pants suit with heavy top stitch trim. The Perception separates are accented by a patterned silk scarf, all from Jessica's.



June Neves wears part of her collection of jewels displayed at the Doris Klumb Gallery in Carmel. Working in gold and silver sculptured designs and using unusual gemstones of Calofornia, Neves jewelry is contemporary and versatile.



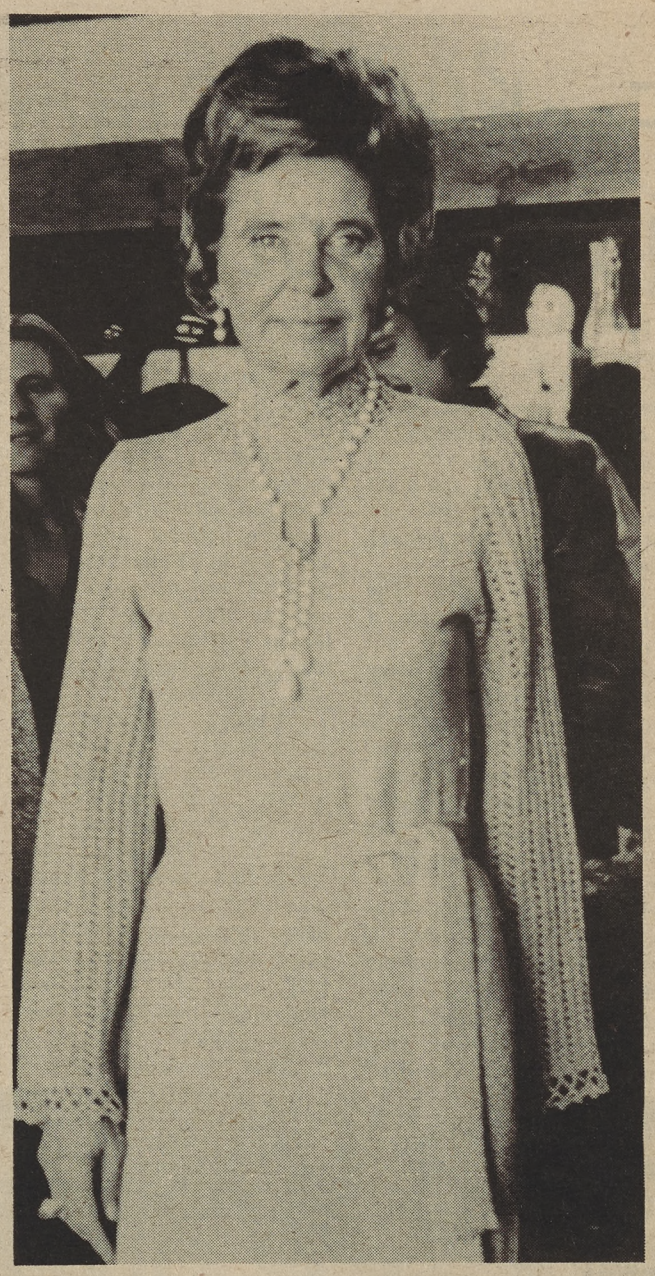
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Kramer's of Carmel

BLASSPORT For KRAMER'S - Ocean at the Library Patio - Carmel



Barbara Proctor swirls before the piano at one of her numerous spring and summer fashion shows wearing a brightly printed Hilo Hattie patio dress perfect for warm evenings on the Peninsula. Her shop is located in Carmel Valley Village and features Jane knits, Eva Gabor collections, and separates by California, Arizona and Hawaiian designers.



Jane knits at Joanne Boutique such as this crocheted gown for informal evening wear can be ordered in any size and various colors, and is constructed for individuals rather than rack sales.



The Fashionable Photographer

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Allaine Shrewsbury wears a swimsuit for the younger set from KnitSkin and completes this summer outfit with the hat of the season, broadbrimmed and in natural colors as well as the bright summer splashes of turqoise, cherry read and sunshine yellow.



Mrs. Don Laird wears a white fox trimmed Jane knit for cool summer evenings that demand a really special dress, from Joanne Boutique in Carmel Valley Village.



Casual wear for the young mother turns up in polka dots worn by Nancy White. The dress by Alice of California features a red and white checkered blouse of polyester and cotton, with a skirt in panels of blue, red check, and navy with white polka dots, and a tie sash belt. From Jessica's of Carmel.

Hats will complete your outfit

Younger women are learning some fashion savvy their mothers have known for years. There's nothing quite like a hat to give an outfit impact, attract admiring glances and just plain make you feel good!

Hats started moving back onto the fashion scene a couple of seasons ago. It was the trendy young gals at St. Tropez and other popular Riviera spots that rediscovered them. By last summer and fall, they were really making inroads in the American fashion picture. This spring hats are an accepted accessory and the newest "must-haves" among the well-dressed.

Hats for spring come in a variety of shapes and sizes: head-hugging cloches, romantic, wide-brim "picture" hats, face-framing bonnets, late-show, tailored, fedoras and hats with pert rolled-backed brims. Look for delicious tropical colors like shrimp, Carib blue, ripe melon, parrot green, tropical orange as well as oyster, sand and driftwood, the smart new neutrals.

The most important spring hats are made of felt. Most of the new hats depend on strategically placed trimming to update them to an inmistakenly original look. Feathers and flowers are the most popular but keep your eye on veils. The little black hat with a sexy, mysterious veil is destined to make big fashion news this spring.

Sole interest in shoes

Women's shoes will depend on sole interest and higher heels for fashion emphasis, according to stylists. Platforms are expected to continue important, worn with pants especially. Heels up to 4 inches or higher will be seen in younger styles. However, there will be a tendency to "tone down" the bizarre or extreme. Platforms will be covered in leather.

WELCOME SPRING

AT

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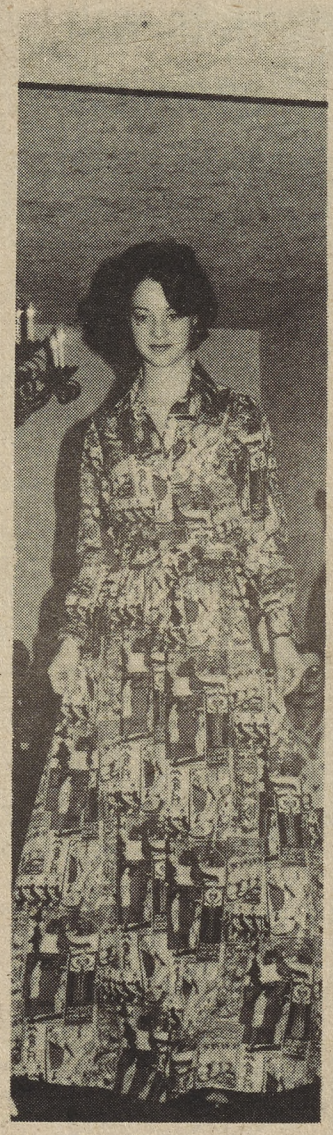
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A multicolored Toulouse Lautrec print is shown in an Ernst Strauss softly tailored gown for less formal but definitely dress up occasions. At Saks Fifth Ave.

AM to PM: Apparel for the

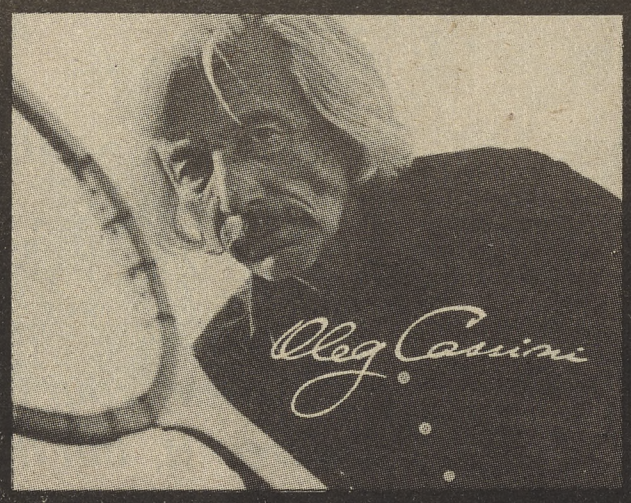


To take you through the rainy season and into the cool summers, a white Calvin Klein pants outfit with a lightweight blue raincoat worn by Margaret Oliver of Pebble Beach. From Saks.



A soft bow at the throat of this brush stroke print blouse blends with the pale beige pleated skirt and easy tailored jacket of this Ernst Strauss French cotton summer suit for daytime, from Saks Fifth Ave.

ADVANTAGE CASSINI.



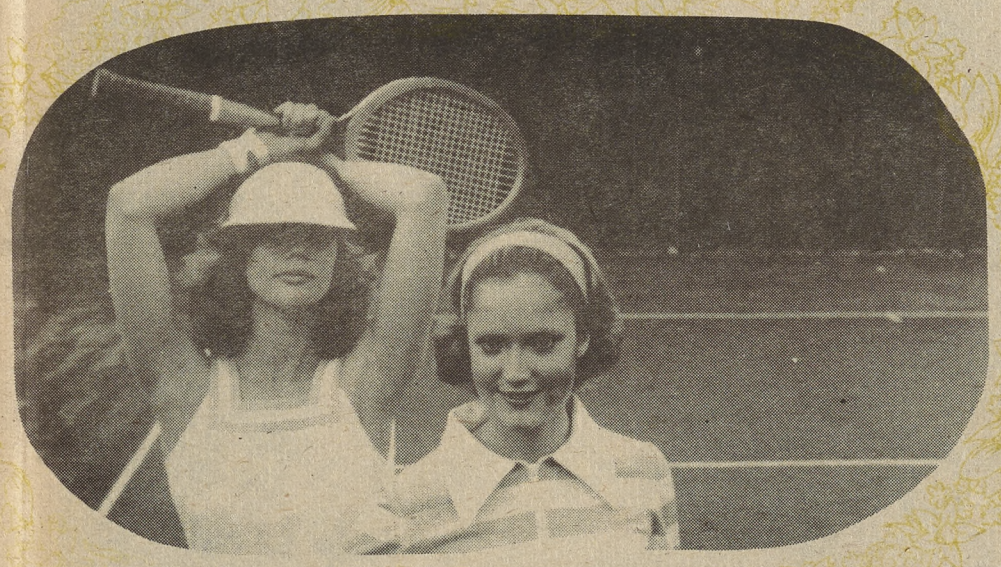
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Cotton lace pants and a softly tailored blouse with a tie belt in off white are suitable for warm Peninsula summer evenings. By Ernst Strauss for Saks Fifth Ave.

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Albert Nipon unfurls awning stripes for a season in the sun

To keep you in the shade, weatherwise, of course. On the diagonal, bright blue and white stripes line up in a breezy soft shape.

Cool as a spring morning cotton, it combines casualness with polish. Add a big brimy hat, other personal touches, and you've set the right tone for city strolling, etc. Barelegs and sandals and you're off to the country club and other sunny situations.

Sportive but feminine from its oversize open collar, almost non-existent cap sleeves, to the hug of its set-in waistline and gentle unfurling of skirt. In 4 to 12 sizes, exclusively at S.F.A., $110. Fifth Avenue Shop.

Saks Fifth Avenue

CREATE HIGH FASHION AT HOME THROUGH SELECTION OF STYLES

In the spring, so the saying goes, a young man's fancy turns to love - while a woman's interest turns to the latest fashions of the season! And, spring has some of the most beautiful, sophisticated fashions yet. A good place to begin if you're thinking about sewing is with the many exciting colors, designs and fabrics.

Heading the list as one of the major fabric directions for early Spring are the natural rustics. These include colors like beige, oyster, pearl gray and summer camel on such fabrics as linen, flax, cotton and silk. Nubs, slubs and tweedy surfaces are prevalent on knits, as well as wovens. Beige and cream backgrounds seem newer than startling white - especially on prints of shantung and crushy pongee. These basic fabrics look freshest when sewn up into halter tops, western-detailed skirts and jackets and country-style overalls. As a good accent color, pair them with earthy red and "denim" blue.

Stripes are one of the freshest fabric looks this season - in everything from the familiar pillow ticking to interesting diagonal designs. Multi-color stripes in chevrons and rows of flowers and dots that form stripes lure you to the sewing machine. For the daring sewer, try a stripe sewn on the bias in a big skirt or easy blouson top.

Stripes and dots or dots in a positive-negative effect are good combinations. Color comes in to play an exciting role here, with orangey-red lobster, cornflower blue, lime, turquoise and raspberry pink paired as brights against pale grounds or with lighted-toned solids. Think of how pretty you'd look in a dainty shirtdress shaded in turquoise, lime and beige in an all-over dot and stripe design.

Floral designs are dainty and realistic-looking. Brightly colored flowers, leaves and vines "grow" on embroidered or flocked sheers. Even knits have delicate floral patterns woven into them. This new direction to lighter, more feminine fabrics and designs is perfect for getting back into romantic dresses for day and evening wear.

Instead of the layered look, this season there's a brand new fashion idea in coordination. Groups of fabrics are available to go together for sewing. Solid knits are color-coordinated with cables, ribs and plaids of the same shades. They sew up wonderfully for sportswear.

No matter what you sew this spring, or whom you sew it for, there's an artist's palette of colors...a creative sketchbook of patterns and designs ... and a wealth of great fabrics from which to select.



From pea jacket to peacock, men's fashion means freedom

Typecasting a man - with style - is what spring fashions are all about. Now there's leeway for every personality type to express himself through his apparel. Whether he's continental-conservative or the classic rebel, there's a handsome range of ready-to-wear that will convey his chosen self-image at a glance.

One thing you'll note, whatever the look, it's best accomplished with fabrics of natural fiber and it's always carefully pulled together. Even those males who choose to go against the fashion establishment have learned to do so with taste.

For the man who chooses not to go the suit-and-tie route, there are a number of new coordinates that will result in a casual look that's good anywhere. A loose shirtjacket and matching pants of light, unlined wool tweed could be worn over a shirt floral-patterned in the same tweedy tones. For evening, a bushjacket and pants of black denim over a natural shantung shirt would be both casual and spectacular.

The man who likes to dress with European flair will find plenty of imports to challenge his imagination. Handkitted sweaters often come in sets with a coat-sweater plus sleeveless sweater vest. With this, a white shirt and solid tie add cosmopolitan dash. Two-tone oxfords in shades of brown and tan can be worn with grey checked trousers and grey plaid socks. Camel cashmere that reverses to plaid raises the sportcoat to new heights of luxury. For after-five, the traditional smoking jacket comes in new woven patterns of dark silk.

The arch-conservative in dress is not forgotten by menswear designers this spring. Here, too, the natural fibre is the thing - and assembling your own outfit is the fling. With a dark silk shirt printed in foulard pattern, try a white printed ascot. Don't top this with the usual dark blazer. Wear a natural cablestitch cardigan for day instead. Save the blazer for evening, and then wear one in black velvet for a change, with a silk shirt in brilliant Byzantine golds and browns, and a black bowtie. Trousers with a stitched front pleat and fuller legs combine comfort with a pleasing leanness of line.

This season--diamonds

This season you'll be a winner in the fashion parade if you add small diamonds to your wardrobe. They really add sparkle to a woman's life.

Slip dress popular

At one time everyone wore a full slip. Then it was the half slip; the chemise slip; the short slip; the bra slip and so on. But, for this season the important slip is the one that's meant to be seen on the streets...the slip dress!

Romantic Look special

Romance is one of the most influential trends of the Spring-Summer '75 season. The romantic look is more than a silhouette, a detail, or a fabric. It's a mood, a feeling, a new concept of dressing, a giant step away from strict classic lines towards softness and, inevitably, the dress. The romantic mood is a conglomerate - pulling its influences from Victoriana, the Gibson Girl, the frontier, the peasant, a child's Christening dress. And although it is primarily a young look now, its influence will be felt among all age-groups.

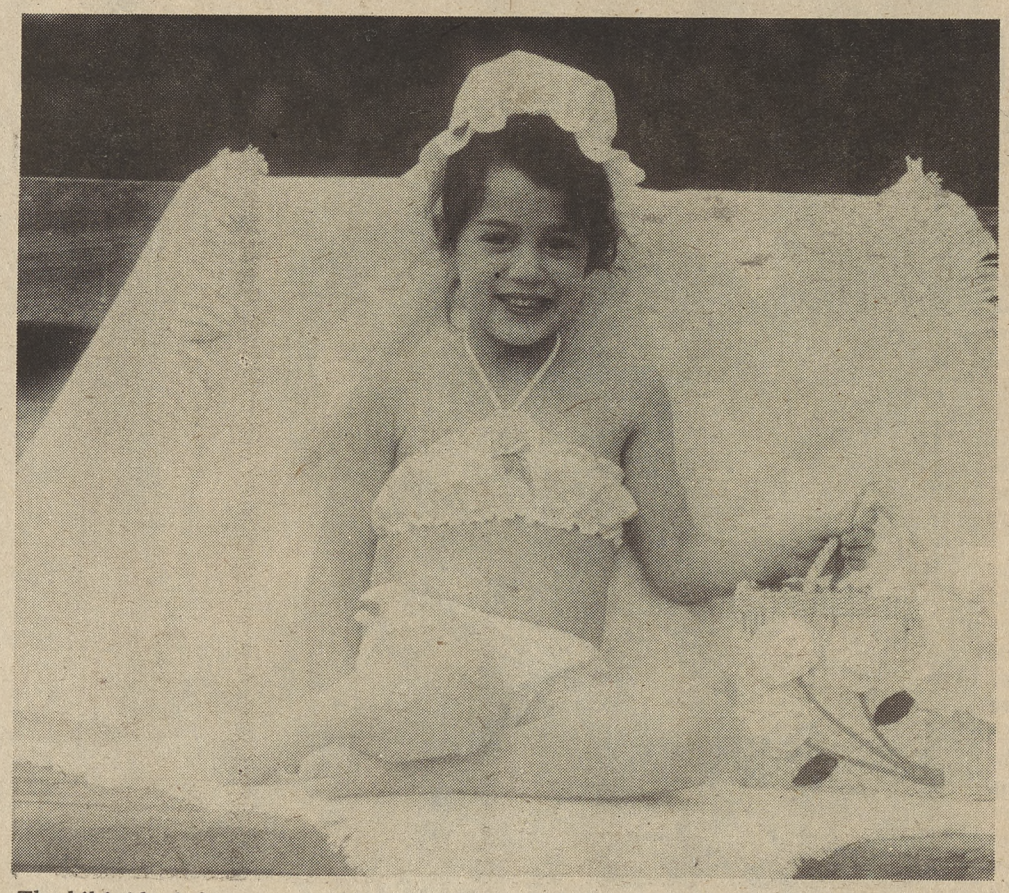
Hand knit--crochet

Weather or no - the sweater is a strong fashion additive to many of the moods and fashion looks of the season. Although sweater fabrics are becoming more common over-the-counter, newer and more exciting are the knitting and crocheting directions the pattern companies are offering in their catalogs.

And for day or evening, the sweater look is inspiration for furs. Everything is soft, relaxed and often combined with knit sleeves, cuffs, collars or bodices. Fox is still big, and watch for fitch, lynx, nutria, stone marten and, of course, mink and sable.



Allaine Shrewsbury of Carmel is ready for Peninsula summer parties with this orange, yellow and brown patio halter dress in soft jersey by DeWeese from Joanne Boutique in Carmel Valley Village.



The bikini look for summer is available in pink, blue or yellow check. For fun in the sun the suit has a matching muffet hat, poncho and tote bag from
THE LITTLE ARK - CARMEL PLAZA 624-0060

Belts feature krinkle

In keeping with the concept of the belt being a focal point of the wardrobe, one of the new fashion-styled men's belts is a handsome "krinkle" patent leather with complementing mesh

Diamonds gain favor

Jewelry designers are inspired by the versatility and brilliance of small diamonds (usually three to 15 points), and use them in intriguing ways, to heighten or underscore the design of a piece of jewelry.

One of the ways designers use small diamonds is in pave, or the massing of many small diamonds together to form an all-diamond surface. Another technique is to use a cluster of small diamonds, which gives the appearance of a larger single diamond, but at far less cost. Still other designs are executed mainly in gold, with small diamonds adding just the right amount of sparkle to lift the jewelry out of the "everyday" and into the very special.

Jumpers for joy

Hurray for the free and easy look of jumpers for girls...simple to sew, simple to care for in cottons and blends, in lightweight knits. They will wear them over shirts, bodyshirts and knitted tops in spring for a pulled-together look . . . Wear them alone for hot-weather dressing. Children's jumpers look newest in seersucker and other puckered fabrics, in woven or knitted denim, in awning stripes, flower and novelty prints and gingham checks.

Young fashion-leaders this spring will be seen in the easy little-nothing dress, copy-cat of mama's and sister's. Lithe little knits are "big" for all ages, including the small ones who don't like being gussied up.

Surplice wrap new

Look for the surplice wrap that is body-shaping and versatile...it can be wildly provocative or demure enough for a child to wear...it can wrap to the front, to the back...it can wrap the body tightly or loosely.

Slipping into elegance

Although it's a proven fact that American women prefer pants to dresses, when they do dress up, they want quality hosiery that gives a smooth, sheer look of the leg, and almost totally avoid anything that sparkles or is too bright. With this in mind, French hosiery manufacturers are coming out with classic, refined panty-hose to accent the return to feminine dress styles. Colors are traditional and subtle. A spokesman for one company said that current emphasis is definitely on sheer, neutral hosiery colors. Natural skin tones in sheer or small-ribbed styles are best sellers. The trend is toward lighter weight styles. Hosiery that was 20 denier nylon last year, is now 10 to 15 denier. Seamed stockings and pantyhose made a brief appearance two years ago, but didn't catch on.



Julia Christine White of Carmel wears a yellow and white checked dress with lace trimmed snap panties and a white ruffled pinafore from Johnson's Little Ones collection at the Little Ark in Carmel Plaza. For fall, the Little Ark will feature Betty Fisshel, a Johnson designer collection of haute coutoure for children.

Packing suits

When packing suits, cushion each fold of fabric with the fold of another fabric. In a two-suiter, trousers go in first. Place first pair with waistband against side, legs extending over the other side. Place next pair in the opposite way.

Home is his castle

Home is his castle and silver is elegantly appropriate for that castle and the Dad within. A silver wine taster on a chain, wine bottle coaster, barbecue dish and carving set gift the gourmet. Cigarette box, letter opener and limited edition plates depicting everything from peace to the American Indian are particularly personal and uniquely special silver gifts.





Eenie Barg and her mother, Mrs. Irwin Barg, wear complementary summer styles. Eenie wears a red and white checked lace apron dress with square neckline and lace bell sleeves, from Saks Young Demensions Shop. Mrs. Barg wears a black chiffon dress designed by Kiki Hart in a new and popular length from I. Magnin in Carmel Plaza.

Bright spring yellow

Designer houses like the look of mid-bright yellow.

"Yellow in the primitive range is a fresh new ground color. We've had a good reaction to all the vegetable colors, as well as the spectator darks in combination with bone. Pastels are going into a ground color story with brights on top. There's a bright green tinged with yellow that's right and topical, like the lime of 10 years ago. One surprise has been the dusty shades picked up by the women's wear market from men's wear."

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She takes her choice this season in long gowns with the romantic innocence of the country-peasant look...or entertains at home in sleek, sensuous things that capture the glamour of the '30's and '40's revisited. She can even go out partying in the sensational new sleep-wear that's meant to be seen in...long, clinging gowns with the newest high-fashion touches, many of them created by leading ready-to-wear designers.

Today's freedom starts with daywear - what goes on underneath the new clothes. And since this is the year of the super-soft body-conscious dress, women will welcome the new lingerie made of a new Anti-Cling Crepeset nylon yarn by American Enka, because it assures smooth lines all the time.Developed after three years of research, the yarn has permanent anti-cling, static-free properties that eliminate bunching, twisting or riding up. These static-free properties have been built into the well-known Crepeset fiber - the soft, pebbly, crepey, nylon - so that the pebble is there for the life of the fabric, no matter how many times it's washed.

Top designers, many of them Coty award winners and outstanding names in ready-to-wear, add their special touch and fashion savvy to this season's new intimate apparel. They include such well known names as Donald Brooks for Maidenform, Pucci, Stan Herman for Youthcraft Charmfit, Clovis Ruffin, Vera for Formit Rogers, Stephen Burrows and John Kloss for Cira.

Each creates his own fashion look, but all agree that it's a season of femininity, enhanced by soft, sensuous crepey fabrics in new yarns. These are some of the major trends:

The country-peasant look sets a romantic mood. It can be in a print, featuring fresh-looking daisies scattered on a field of blue...in a gown of dreamy innocence, trimmed with eyelet...or in a supple, floaty gown that falls softly from a scoop neck edged with ruffles.

For pure allure, there are short, sexy gowns in soft, sexy synthetics...little side-slit togas with plunging necklines, or abbreviated slip styles with fitted bodices that hug the bosom. Many are in the new soft powder tones of the season, in delicate pinks or apricots. Pale yellows, minty greens or aquas are also important.

The hostess pajama takes on new glamour at a time when more people than ever are entertaining at home. Sleek and sensuous, many of the new pajama sets bare the midriff or swoop dramatically low at back. There are '40's touches in peplum details or in ruffled, off-the-shoulder Carmen Miranda tops.

Nightgowns that go out at night offer a whole new era of slinky dressing for the uninhibited woman. With the right accessories, these long fluid nightgowns step out after dark. There are dramatic new slip-gowns...some edged with lace...others with uncluttered long lean lines ...some with matching cardigan jackets or long floating cover-ups. Deep, cut-out necklines or low-dipping backs give them drama coming or going. They're loaded with glamour, but - and here's the good news - they're at lingerie prices.



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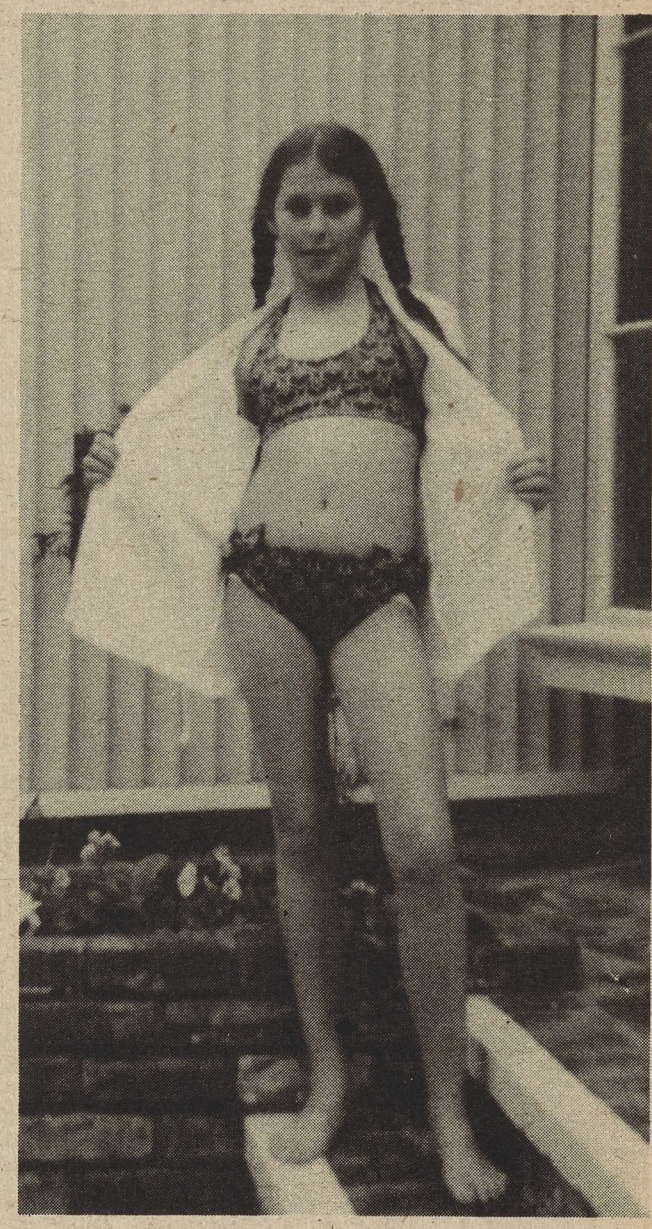
Stephen wears the Imp plaid leisure suit, and Stephanie a Biquette knit with natural straw hat. Washable and wearable all summer long. Sizes four through twelve from THE LITTLE ARK - CARMEL PLAZA 624-0060



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Aimee Rosewall wears a bikini swimsuit with a white terry cover-up from Belles and Beaus. In navy with white hearts and flowers, this young fashion is only part of the comfortable wave in children's wear. Even dresses, except for really special occasions, are simple shifts in interesting fabrics with small details in trim. Long dresses are still popular for girls of all ages.









Soft, touchable hair that moves is the spring fashion message from the National Hairdressers and Cosmetologists Association. Pictured above are spring hair interpretations for both mother and daughter. The mother's hair is styled with soft waves, curls and new width to complement the big looks in apparel. The daughter's hair, styled away from the face, features curls with character and personality.

Accessories make a difference in fashion

Fashion experts are calling this the "season of the accessory." Reason: this year all those little extras rate high - from floating scarves to a touch of flattering blusher.

Those fashion scarves in softest silks and chiffon often turn up in unexpected places - in the role of elegant belts, for example. Purses are important, too. You'll see fewer shoulder bags and more flat envelopes, pouchy zipped totes with handles, and lots of interest in the classic swagger bag with handles. A variety of leathers and colors will add interest.

Shoes will turn to the feminine mood, too. Reflecting the trend to dresses, pretty pumps with higher heels are back, many in the new two-tone leathers. Shoes will have a barer look with lots of sandals for day and evening, and the slingback will be seen everywhere.

Hosiery will be sheer and nude-toned to blend with the prettier shoes. And at the top of the accessory story, hats are back to give special "looks" to ensembles, from vamp to all-American outdoor girl. In the evening, hats may be no more than a bit of veil.

Make-up will be the most important accessory of all this Spring - light and natural, but definitely there. The glowy, gleamy look complements perfectly spring's young and feminine theme. If Nature short-changed you on gleam, just do-it-yourself! Before putting on lipstick, apply a thin film of Vaseline Petroleum Jelly to lips. It gives an ultra-glossy look and also prevents unattractive dryness. Give gleam to your cheeks, too, by stroking a dab of petroleum jelly on each cheek before applying blusher. It highlights skin and protects it at the same time.



From the "Dear Friend" collection, three young lovelies model interchangeable slacks and tops in multi colors. Sizes in Toddler through 14 from THE LITTLE ARK - CARMEL PLAZA 624-0060



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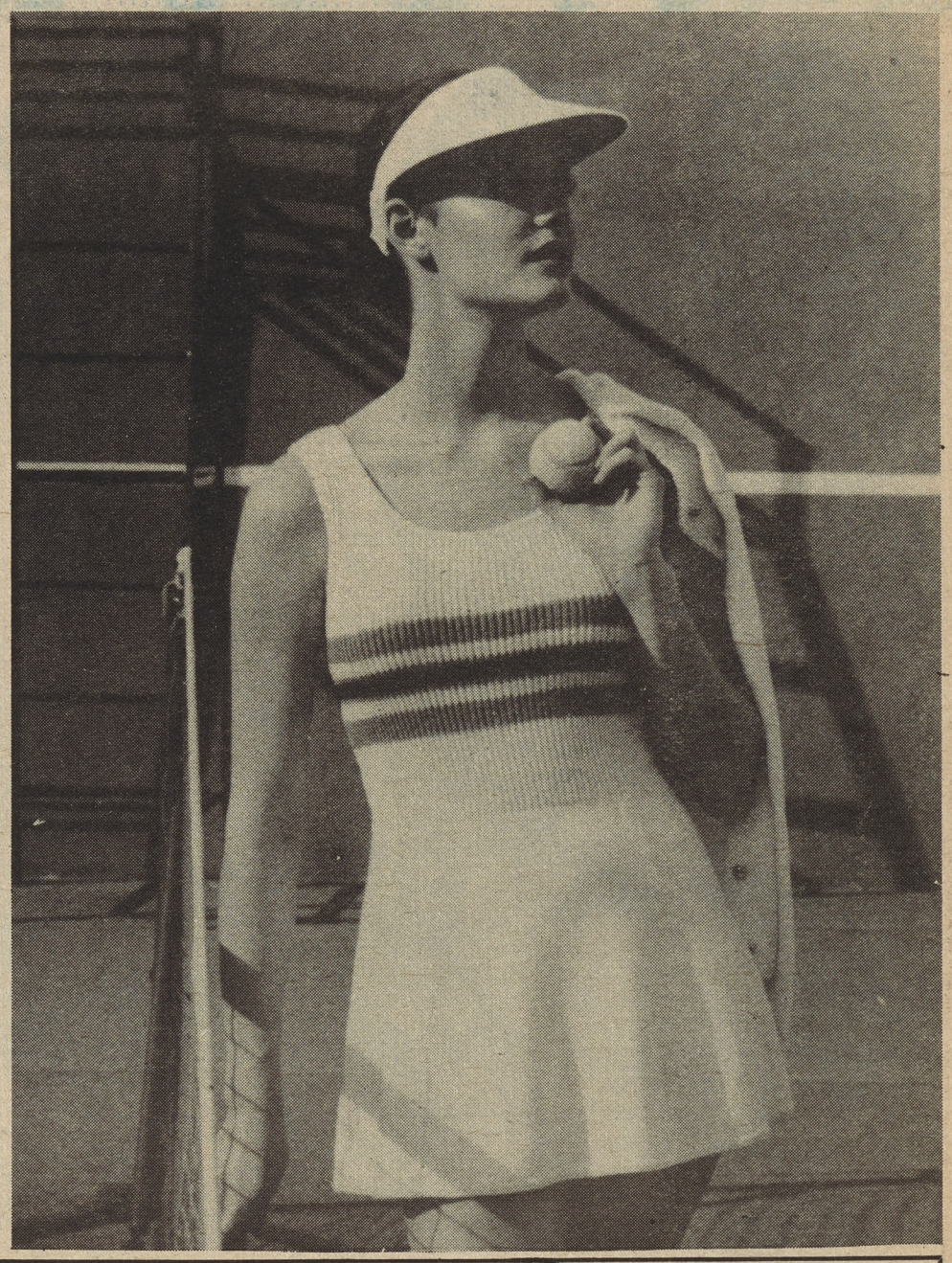
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A cotton sailor dress and pique hat by Johnson's Little Ones brings a smile to Julia Christine White. In blue and white stripes with a sailboat design, the dress is accented by a red bow on the middy collar and is from the Little Ark in Carmel Plaza.

At the net, a navy and green striped bodice on a white tennis dress with flared skirt, detailed with hand crocheting at the hem and neckline. The dress is from the Active Sports Collection from Saks Fifth Ave.



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